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THE CO-ORDINATOR

REGIONAL DEVELOPMENT

ONTARIO

DEPT. MUNICIPAL AFFAIRS
JAN 21 1964
DEPUTY MINISTER

How it works for ONTARIO MUNICIPALITIES

Published By The REGIONAL DEVELOPMENT DIVISION,
DEPARTMENT OF ECONOMICS AND DEVELOPMENT, PROVINCE OF ONTARIO

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The CO-ORDINATOR

Volume 2: #1
January, 1964.

The year 1963 was a year of growth for regional development.

The new regions, the St. Clair and Lake Erie, were born. Four municipalities have expressed an active interest in asking the establishment of "Metro Toronto Regional Development Association", (the area of Halton, Peel, York and Ontario Counties).

It was a year of close and productive liaisons being established between other government departments and branches and between municipalities.

It was a year in which the Parliament of Great Britain saw fit to establish a United Kingdom Secretary of State for Regional Development - and name Edward Heath to the post.

It was the year in which Quebec launched regional development studies, after securing cash from ARDA (Agricultural Rehabilitation and Development Agency).

It was the year in which the Province of Manitoba decided they too would launch a programme of Manitoba Regional Development Associations.

We look forward with you to an even bigger year in regional economic development.

REGIONALISM:

A limited number of large National Employment Service Maps showing the NES areas of Canada are available from the Division, courtesy of the Unemployment Insurance Commission.

"Slow Growth Area" legislation benefits apply not only to the city designated, but to the entire NES area in which the city is located. Important for Kent, Essex, Lambton, Timmins, regional people among others.

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Have you considered including Indian Reserves in your municipal membership? The Board of the Lake Ontario Development Association has pioneered here. They have a Reserve as full-fledged members and everybody is happy with the arrangement.

Robert H. Biddle, Director of the Indian Affairs Branch, 25 St. Clair Avenue East, Toronto 7 (phone 923-1148) has asked if the regions would consider such membership for other Indian Reserves. He is providing the Division with a list of all Ontario Reserves, agents, superintendents and chiefs. A master list broken down regionally has been sent each Regional Development Association. Mr. Biddle suggests membership be offered on the same terms and per capita rate as prevails elsewhere in the region.

The Indian communities are interested in improving their economic lot as much as their neighbours. They say that after all, the Iroquois Confederacy was the first Regional Development Association in the world.

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On December 12th, the fall meeting of the Ontario Regional Development Council was held in Toronto. New Officers for the 1964 year are:

Gordon Mallion	-	President	-	Georgian Bay Development Assoc.
Reed Menzies	-	Vice President	-	St. Clair Regional Dev. Assoc.
Dr. George Harrison	-	Vice President	-	Lake Erie Regional Dev. Assoc.
Reed Budge	-	Secretary	-	Lake Ontario Development Assoc.
J. G. Rowe	-	Treasurer	-	Eastern Ontario Development Assoc.

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The Honourable John P. Robarts, Premier of Ontario, announced the appointment of William Cranston as Chairman of the Ontario Economic Council. Bill was one of the "founding fathers" of the Georgian Bay Development Association and with his broad outlook we know that great things can be expected from the Council.

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The CO-ORDINATOR

Tourist promotion and development items. Report on the preservation of the cultural and outdoor resources on which the tourist industry is built.

TOURISM:

Now is the time of year to start working on your next year's tourist literature.

With this in mind we pass on a few ideas and queries given us for regional tourist promotion:

(1) A regional antique dealers map and directory. (The 401 centres get many queries in this field).

(2) Have you got a clear up-to-date regional recreation facilities map?

(3) Have you planned your 1964 stock of literature for the highway 401 tourist reception centres?

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Activities of Agricultural Committees Regional and Zone ARDA (Agricultural Rehabilitation and Development Agency) Groups, Rural-Urban Economic Studies

AGRICULTURE:

"One major task is to isolate and solve regional income problems", the Ontario Federation of Agriculture has advised the Honourable John P. Robarts and his cabinet in a current brief.

"The major area of weakness is in the dairy industry", the Federation states.

Vertical integration problem ranked second to the dairy situation in the OFA presentation.

Matters drawn to the attention of the Cabinet by the OFA included:

(a) The increasing burden of local taxation borne by farm capital.

(b) The growing problems of land use planning.

(c) The displacement and under-employment of human resources in agriculture.

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NEWS BY REGIONS:

EODA - Eastern Ontario Development Association
This region has entered into the TV promotional field. For twelve consecutive weeks last year on Station CJOH-TV EODA was allotted five minutes for a Sunday afternoon broadcast. During this programme officers from the Association appeared outlining the work, accomplishments, organizational set-up and membership of the region. Pictures were also used as a backdrop to the speakers. The TV station is now using the EODA Triangle as its identity symbol and station breaks are identified as "CJOH-TV - serving Eastern Ontario's Golden Triangle".

NRDA - Niagara Regional Development Association
A report on marketing Niagara's fruits and vegetables - "Order in the Market Place" - has been completed and published by this Association. Two Directors of this region, Doctor E. F. Palmer and A. Gordon Skinner, both retired and well-known authorities in agriculture, are forming an Agricultural Advisory Council. Anyone with agricultural problems within the region may seek advice from this newly formed Council.

LODA - Lake Ontario Development Association
The 9th of Ontario's "Export Forums" was scheduled January 15 at the Empress Hotel, Peterborough. Guest Speaker was Doctor A. D. Misener, Director of the Ontario Research Foundation.

SCRDA - St. Clair Regional Development Association
A zone meeting for Essex County was held in November at the Town of Essex, attracting 47 municipal officials. A zone committee was appointed and met on January 6. On January 23, all municipal councils, Essex County, Members of the Legislature from the zone and Members of the Geography Faculty of the University of Windsor, will attend a zone dinner meeting to discuss membership and zone and regional objectives.

A good response has been reported to the region's first factory space inventory.

The first regional economic analysis of the heavy clay industry is underway, a full report will be given next month.

MWODA - Mid-Western Ontario Development Association
It is with much regret that we have to report the death of Elmer Goebel, General Manager of this region. Elmer, who had been with the Association since 1958, was respected and liked by all who knew him.

Harvey Goos, a board director, has offered to fill the position until a new general manager can be secured. Twenty-eight applications have been received.

NEWS BY REGIONS - Continued

LERDA - Lake Erie Regional Development Association
At a recent general meeting of the board of directors, it was announced that the permanent headquarters of this region would be located in the Town of Aylmer. The board is advertising for a general manager.

NWODA - Northwestern Ontario Development Association
Alderman William Henry Spicer of Fort William has been elected the new president of the region. He succeeds Victor H. Croxford.

NODA has recently re-published their municipal data book, "Ontario's Great Northwest".

As the result of negotiations by the Northwestern Ontario Development Association and the Lakehead Chamber of Commerce, the Lakehead-to-Duluth bus service will resume on a twice weekly basis until May 1 when daily service will begin for the summer. The service was suspended on Oct. 28.

NEODA - Northeastern Ontario Development Association
An economic survey for NEODA is being up-dated by the Special Research & Surveys Branch, of the Department of Economics and Development.

A special issue of "The Monetary Times", depicting the economic progress of the region has been printed and has won wide attention.

GBDA - Georgian Bay Development Association
The region is preparing for publication the new GBDA Industrial Handbook. It follows the successful 1962/63 Industrial Handbook which was a best seller at $5 a copy. The Association staff is also busy preparing for a special GBDA region issue of "The Monetary Times".

Metro - Metropolitan Region
Enquiries are still coming in from municipalities seeking information on the possibility of forming a regional development association in the metropolitan region. Staff members of this division have been addressing municipal county councils and chambers of commerce on the regional programme.

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Items on projects, techniques, reports, research and advice on economic development and industrial promotion.

ECONOMIC DEVELOPMENT:

Mr. Regional President:

It has been suggested that a valuable service for your region and the Province would be an annual statement listing by name, location, number of jobs and nature of operation:

(1) The new industries located in your region
(2) Industries that expanded
(3) Industries that left the region (where they went)
(4) Industries that curtailed their operations.

The proposer of this idea urged its adoption on a standard basis by each region. What do you think ?

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PROMOTION:

Industrial Idea: Why not publish, by region, a list of water sites for industry ? All our regions have Great Lakes frontage.

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News, activities, techniques, reports on regional outdoor recreational space.

PARKS AND CONSERVATION:

"There is a definite shortage of regional park facilities in the countryside, particularly within a 50 to 100 mile radius of large urban centres. This is one of the most serious deficiencies in the public parks system today" - W. M. Baker, Resources for Tomorrow Conference, 1961.

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RESEARCH:

Have you had your regional staff break-down the Ontario Summary of Municipal Statistics according to the municipalities in your region ?

The "Blue Book", as it is called, can be secured for ten years back.

An interpretation of who is in debt, and how much and what is happening year by year would be enlightening, even astounding, when seen as a regional picture.

RESEARCH: Continued

Even more significant, this is the kind of stuff planners and developers and industrialists want to know.

It highlights in some regions what is happening to the farm.

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PLANNING:

Ontario Planning -
Volume 10. #3.
December 1963. Page 11, Item 3

While there is no clear-cut easy solution to the problems of insufficient funds, communities can realize the full benefits of planning if they act wisely and keep the following in mind. Look to the possibility of "regional" planning on a co-operative basis, rather than a set of isolated "discrete" communities each with a programme of its own. Many planning problems are regional in scope and can best be solved in this manner. Also, if several communities can combine their resources to hire and maintain a regional planning commission, or technical staff, the relative cost is less.

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THE ASSOCIATIONS:

Items of administrative and news interest in regional development.

"We feel we've got one of the neatest systems of board and general manager co-ordination in Ontario", is the way George Coling, president of the Lake Ontario Development Association says of their method of relating the jobs of general manager and regional board of directors.

LODA general manager - Don Kingdon, Peterborough - agrees wholeheartedly. "I know just what I am expected to be doing and get it done with maximum efficiency", he says. The LODA system works like this:

(1) A statement of instructions is given the general manager at the first of the year by resolution of the board.

(2) At the end of the year the board checks accomplishment against the instruction sheet.

(3) Discussions arise from this and a set of provisional recommendations are handed on to the incoming board.

(4) The new board accepts, studies and/or modifies its own set of instructions for the year.

(5) These are adopted and become the working reference for the staff for the current year.

THE ASSOCIATIONS: Continued

We think the current LODA programme of work is clear and statesmanlike. Copies of the programme (with permission of LODA) may be obtained from this office upon request. It must be understood clearly the system is being emphasized, we don't expect each region to duplicate the details of the LODA programme. You will have your own major regional requirements.

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BIBLIOGRAPHY: A list of current publications and articles dealing with regional economic development.

THE ONTARIO ECONOMIC REVIEW - a new publication containing important reports, compiled by the Economics Branch of the Department of Economics and Development. It is available free of charge. It is worth reading. Write: D. W. Stevenson, Director, Economics Branch, Department of Economics and Development, 454 University Avenue, Toronto 2, Ontario.

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ONTARIO HOUSING - a valuable and good-looking magazine containing items of general and particular interest can be secured by writing: Ontario Housing, c/o Editor, Mrs. M. S. Knechtel, Housing Branch, Department of Economics and Development, 454 University Avenue, Toronto 2, Ontario.

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HOW A REGION GROWS - Committee for Economic Development, 711 Fifth Avenue, New York 22, N.Y. Price $2.25

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N E W S F L A S H

New Regional Colour Map:

As we go to press, Mr. O. M. Schnick, Director, Special Research and Surveys Branch, announces the publication of the new 25 by 32 inch map of Ontario's Economic Regions, printed in six colours. Copies will be available shortly.

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DEPARTMENT OF MUNICIPAL AFFAIRS
FEB 27 1964
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The CO-ORDINATOR

Volume 2: #2.
February, 1964.

It is felt that a very profitable visit has been made to the division by W. J. Lavigne, Commissioner, Federal Area Development Agency, Department of Industry, Ottawa.

The Federal Department of Industry is most anxious to work closely with the Regional Development Associations and it has been suggested to the Agency that your Association would be pleased to have Commissioner Lavigne, or his representative, sit in at board of directors meetings as an observer.

If this is acceptable Mr. Lavigne might be advised directly of the dates of the appropriate board meeting.

By publication date, a press release will have been made announcing a major Federal/Provincial/Municipal step forward in the regional development field. We refer, of course, to the proposed five "Appreciation Courses in Work Study", being brought to the people of five regions in Ontario, by a joint co-ordinated effort of the Economic Council of Canada and National Research Council, in company with the Ontario Economic Council, Ontario Research Foundation and the Ontario Department of Economics and Development, through your regional development programme which is, of course, made possible by the participation of municipal governments.

These expressions of interest by the Federal Government in Ontario's Regional Development Associations, cannot help but create closer communication and harmony in working relationships and a more productive and fruitful development programme for all regions and the municipalities therein.

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The CO-ORDINATOR

Activities at the Provincial and Federal level at home and abroad.

REGIONALISM:

"Regional development is considered by the provincial government to be one of the basic keys to the economic future of Quebec.

It believes that the province is too large and diverse to develop as a single unit and that the natural draw of business is not toward depressed or underdeveloped pockets, but toward already established areas.

According to a government spokesman: Acting singly, the municipalities of a regional territory are often unable to attain desirable economic development. Acting together will surely improve the picture".

- The Financial Post - Feb. 8, 1964.

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The Community Programmes Branch of the Department of Education held their eighth Ontario Rural Leadership Forum at Lake Couchiching on February 9 to 15, inclusive. The regional development display booth was used by invitation at this conference.

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The Eastern Ontario Development Associationaand the Georgian Bay Development Association, advise that it looks as if the year 1964 will be the best ever for membership in their respective regions.

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Tourist promotion and development items. Report on the preservation of the cultural and outdoor resources on which the tourist industry is built.

TOURISM:

The Ontario Regional Development Council and the Regional Development Associations have played a major role in the formation of a new organization to be known as the Association of Ontario Regional Tourist Councils. This organization consists of Tourist Councils throughout Ontario who have banded together to form one voice.

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With the tourist season just around the corner thought might be given to the following suggestions promotion sources maintain:

1. Do you have a regional list of summer camps for boys and girls?

2. Do you have a list of walking routes and hiking trails in your region? If you don't have any you are not fully visitor-equipped.

TOURISM - Continued.

3. Do you have a published photographer's guide to your region?

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AGRICULTURE: Activities of Regional and Zone Agricultural Committees, Rural Development Groups, Rural-Urban Economic Studies and ARDA Project Notes

"A rural development programme, county by county, is an objective of the Ontario Federation of Agriculture", reports Don Middleton of the OFA headquarters, Toronto.

Durham County of the Lake Ontario Regional Development Association is a pilot area. Huron County of the Mid-west region will have the OFA programme presented February 26 at Clinton. Citizen participation and research are main-stays of the Federation concept.

Associations can get in direct contact with Mr. Middleton, OFA office, 409 Huron Street, Toronto 2; the Federation field staff and with their local regional County Federation Committees.

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NEWS BY REGIONS:

EODA - Eastern Ontario Development Association

To celebrate the tenth anniversary of EODA, the Association is planning a "Golden Triangle Cruise" to stimulate tourist and pleasure boat traffic on the waterways boundingsthe Golden Triangle. This cruise will be approximately six or seven days in duration and will encompass the Rideau, Ottawa and St. Lawrence Rivers, with stop-overs at all the member municipalities along the way. As a follow-up on this boat tour a special Fall Tour is planned along the Champlain Trail in the Upper Ottawa Valley.

EODA general manager, H. D. Callan is improving after a heart attack. No visitors are allowed as yet.

NRDA - Niagara Regional Development Association

Members of the board of directors of NRDA have formed a "Speakers Club". Organizations requiring a speaker for a meeting contact the general manager, Niagara Regional Development Association, Box 69, Grimsby.

The fifth annual NRDA Conference is to be held at the Park Motor Hotel, Niagara Falls on March 10 and 11, with a special programme for women.

NEWS BY REGIONS - Continued

LODA - Lake Ontario Development Association
The latest edition of the "Outdoorsman", the region's glossy annual holiday magazine, has been printed in time for the Sportmens' Shows at Cincinnati, Buffalo and Cleveland. LODA will have delegates attend each one. Member municipalities will have the opportunity to have their promotional literature displayed at these shows.

SCRDA - St. Clair Regional Development Association
Several speakers outlined the advantages of regional development at a crowded dinner meeting held by the Association in Essex on January 23. Seventy-five people were in attendance, including Austin Grant, news director CKLW-TV, Windsor and Jack Garten, news director CJSP-Radio, Leamington. Twenty-three municipalities were represented.

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The economic feasibility study on the brick and tile industry of Ontario, being carried out by the staff attached to the Special Research and Surveys Branch of the Department, is in an advanced stage of preparation. The study, which has received extensive support from individual firms, is expected to shed considerable light on economic activity and prospects for the industry with special attention focussed on that sector falling within the Lake St. Clair Economic Region, comprising the counties of Essex, Kent and Lambton. The report was undertaken at the request of the St. Clair Regional Development Association.

MWODA - Midwestern Ontario Development Association
The appointment of E. D. May to the position of general manager for this region has been announced. Mr. May was formerly the Industrial Commissioner for Barrie and Cornwall.

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The Community Programmes Branch of the Department of Education are using the Mid-West Economic Feasibility Study at their Ontario Rural Leadership Forum, Lake Couchiching.

LERDA - Lake Erie Regional Development Association
The position of general manager has been filled by J. R. Clark, M. A. Mr. Clark is a graduate of the University of Western Ontario with post graduate studies at the University of Toronto in Geography. Mr. Clark leaves Ontario Hydro-Electric Power Commission for this appointment.

"Meet the Manager" nights are being arranged, zone by zone, in order that Mr. Clark and member representatives can get acquainted.

NEWS BY REGIONS - Continued

NWODA - Northwestern Ontario Development Association
More than 1,000 American and Canadian Mining men were addressed at a banquet at the Hotel Duluth recently by Alexander Phillips, general manager of NWODA. The talk climaxed a Canada Day Programme, jointly sponsored by the Minnesota Section of the American Institute of Mining, Metallurgical and Petroleum Engineers and the Lakehead Branch of the Canadian Institute of Mining and Metallurgy. This was the first of a jointly-organized Canadian Programme, held in conjunction with a three-day symposium that attracted members of the profession from all parts of the United States.

NEODA - Northeastern Ontario Development Association
A "Grand Canal" waterway from Hudson Bay to the Gulf of Mexico was the theme of an address to Zone 5 NODA at Kirkland Lake on February 19. Thomas Kierens is an advocate of a canal development scheme and his plans and models of the project which would link James Bay along existing waterways and man-made channels with the Great Lakes, was explained. Similar plans would link the water system to the Gulf of Mexico.

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The annual election of officers was also a feature item on the zone agenda.

GBDA - Georgian Bay Development Association
GBDA has issued its annual report for 1963. The publication notes that over 270 personal calls were made by staff members to municipalities, involving discussions with over 400 representatives. The Association designed and published a tourist map of the region, 60,000 of these were distributed and requests for renewals could not be met. It will be published again this year, it is reported.

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ECONOMIC DEVELOPMENT: Items on projects, techniques, reports, research and advice on economic development and industrial promotion.

"There are many factors outside the control of a municipality which will have a strong influence on the suitability of a particular community for attracting industry. These include:

- proximity to sources of raw materials, or
- large consumer markets,
- good regional transportation facilities and
- the existence of a skilled labour force.

ECONOMIC DEVELOPMENT - Continued

Municipalities lacking one or more of these attributes would do well to examine their situation objectively to determine whether, in fact, they will ever be able to fare well in the competition for industry. If the answer is "no" the fact should be faced and adjustment made in planning for the future. Budgeting for local industrial promotion should be either discontinued or re-allocated to develop some other phase of economic activity".

- from an article written expressly by the Community Planning Branch for the Municipal Services Division, Department of Economics and Development, to appear in a handbook for Industrial Commissioners.

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PROMOTION:

"How to Ship by Truck", an informative edition of the official Ontario "Ship by Truck" directory, lists some 3,200 communities and names of all common carriers licenced to service them. In addition, the directory contains government licence details of all common carriers transporting general freight, automobiles, boats, furniture, machinery, mobile homes and bulk commodities. Directory listings also include details of service between Ontario, U.S.A. and all Canadian Provinces.

The directory is published annually by: The Automotive Transport Association of Ontario, 439 Queen's Quay West, Toronto, Ontario. Price $2. (plus 3% Sales Tax).

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It is of interest to note that of all the Christmas cards sent by regional personnel, not one used its region as a theme for promotion.

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PARKS AND CONSERVATION:

News, activities, techniques, reports on regional outdoor recreational space.

A provincial charter has recently been granted the Bruce Trail Association. There are now 10 clubs covering the Niagara Escarpment. A membership drive is underway and those interested in building the trail, or participating in activities of the Association should contact: R. N. Lowes, secretary, The Bruce Trail Association, 33 Hardale Crescent, Hamilton, Ontario. Fees are $5 per annum for individual memberships, family membership $5.

The Escarpment Trail will have an overnight hostel - courtesy of the Canadian Youth Hostels Association and the Twelve Mile Creek Conservation Authority. Probable location will be Mount Nemo, or Rattlesnake Point, above Burlington. The trail crosses the regions of Niagara, Metropolitan Toronto and Georgian Bay.

RESEARCH: Programmes of regional research current thoughts and reports on regional science and studies.

"It has been noted before that many research problems are regional in scope rather than national, or provincial - and yet we have no regional research organizations".

- J. I. Robinson,
Department of Geography,
University of British Columbia.

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Free Research Studies Available:

(1) "Export Opportunities for Ontario Footwear Manufacturers".
"Export Opportunities for Ontario Peat Moss Manufacturers".

Write: Industrial Research Services,
Trade and Industry Branch,
Department of Economics and Development,
454 University Avenue, Toronto, 2, Ontario.

(11) "Introduction to Practical Research" - by C. P. Collins.
A valuable and readable explanation of the purpose and methods of research.

Write: The Department of Education,
Community Programmes Branch,
559 Jarvis Street, Toronto, Ontario.

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PLANNING: News of planning activity as undertaken by the regions and Ontario government agencies.

"Any investment that the retailer makes in a location will generally be based on a twenty-year period. That is, a retailer is praying that for a period of twenty years, the trade area and accessibility will remain relatively stable".

"We would expect that a proper regional plan would be devised to give the retailer this kind of assurance for that period. While regional planners cannot do much about guaranteeing the income in a trade area, still it is within their powers to so devise zoning and accessibility to the site to give the retailer this assurance".

- Harry Suffrin, Director of Research,
Steinberg's Ltd., Montreal.

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THE ASSOCIATIONS:

Items of administrative and news interest in regional development.

The Georgian Bay Development Association has produced charts made up zone by zone, illustrating council meetings of all municipalities in this region. Member municipalities are designed in a different colour from non-member municipalities. By glancing at this chart it is possible for staff members to arrange either zone or directors meetings, so that there is as little conflict as possible with municipal meetings, thus assuring a full attendance.

Photostats of this graph type chart can be obtained by writing the Georgian Bay Development Association, W. N. Keefe, general manager.

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BIBLIOGRAPHY:

A list of current publications and articles dealing with regional economic development.

"Planning for New Growth - New Jobs?" Is the title of a booklet put out by the Area Redevelopment Administration of the U. S. Department of Commerce.

The U. S. ARA programme will put Federal cash into economic development programmes, but one of the requirements for this aid is a submission on an "OEDP". An "OEDP" is an Overall Economic Development Plan. In Canadian, that means, "A Regional Development Programme".

The booklet can be secured, from the U. S. Government Printing Office, Washington 25, D. C. Price 15¢

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The CO-ORDINATOR

Volume 2: #3
March, 1964.

The Ontario Municipal Association in setting up their sub-regions, have adopted the economic regions of Ontario as used in the regional development programmes.

"This cannot help but be a major step forward for both regional development and for the OMA", commented Gordon Mallion, Q.C., Tottenham, Ontario, president of the Ontario Regional Development Council.

"The OMA's wise decision will assist the regional economic development programme in fostering a sense of identity and common purpose among these groups of economically related municipalities and people", Mr. Mallion said.

The OMA's objective as described by MacDonald Dunbar, secretary-treasurer, is to hold regional workshops for the education of elected municipal representative, particularly the newly-elected.

"In view of the fact that municipalities have set up and operate our regional development association, I think the OMA's action creates a natural opportunity for teamwork and close mutual support. I urge all regional development associations to give all necessary support to the OMA's regional objectives", Mr. Mallion concluded.

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REGIONALISM:

"The object of economic development is to create not only more income, but a better standard of living and this includes a better community environment.

This simple, but powerful, proposition needs emphasis, because it is rarely included in the deceptively precise yardstick of gross national income".

-L. O. Gertler,
Editor, "Plan", Journal of the Town Planning Institute of Canada.

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A Regional Research Bibliography will be completed by mid-September. Through the co-operation of the University of Toronto and Ontario Economic Council, a complete bibliography will be maintained in the Toronto Office of all regional studies, past, current and projected.

It is expected that each regional association will find use for this regional studies list in aiding the economic development of their region.

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The first regional Appreciation Courses in "Work Study", by the dates and regions, are to take place as follows, the Ontario Research Foundation (ORF) reports:

April	20	-	May 1	-	Georgian Bay
May	4	-	May 15	-	Lake Ontario
May	19	-	May 29	-	Eastern Ontario
June	1	-	June 12	-	Mid-Western Ontario
June	15	-	June 26	-	Northwestern Ontario

These courses are being sponsored by: the Economic Council of Canada and the National Research Council, Ontario Departments of Education and Economics and Development, Ontario Research Foundation and the Ontario Economic Council.

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TOURISM: Tourist promotion and development items. Reports on the preservation of the cultural and outdoor resource on which the tourist industry is built.

At a recent meeting of the Ontario Travel Council, it was disclosed that in the short time in 1963 that the eight service stations were in operation 24,591 enquiries were registered. The origin cf the enquiries were as follows:

U.S.A.	-	44.1%
Ontario	-	40.4%
Canada	-	10.7%
Other	-	1.7%
Unlisted Information	-	3.1%

The Ontario Travel Council is the joint committee of the regional development associations and tourist councils set up to run the 401 tourist information centres.

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RURAL DEVELOPMENT: Activities of regional and zone agricultural committees, rural-urban economic studies and ARDA project notes.

A new requirement for action by regional development associations in rural development, has been brought out at an Ontario-wide joint meeting of counties, ARDA officials and the Minister of Agriculture and Minister of Energy Resources.

Counties are asked to set up ARDA committees. ARDA Administrator, H. F. Crown, pointed out at the meeting that the local regional development association should be part of the county ARDA committee.

It has been suggested that the regional development associations should at once contact wardens and county clerks in their regions, with an expression of interest and support and the availability of qualified regional persons to sit on county ARDA committees.

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NEWS BY REGIONS:

EODA - Eastern Ontario Development Association
At the request of the Ontario Federation of Agriculture, Zone 6, representatives of seven county federations of agriculture in Eastern Ontario, met in Smiths Falls to discuss rural development in that part of the Province. It is hoped that by pooling their knowledge a greater co-ordination of programmes in the area will be brought about

NEWS BY REGIONS - Continued

EODA cont'd - A talk on the Agricultural Rehabilitation and Development Act (ARDA) programme and all phases of rural development was given by the Ontario Federation of Agriculture, fieldman Rae Cunningham.

NRDA - Niagara Regional Development Association
The sixth annual conference of NRDA was held at the Park Motor Hotel, Niagara Falls on March 10 and 11.

In spite of bad weather conditions, approximately 150 delegates attended this conference. Dinner speaker was Doctor A.D. Misener, Director, Ontario Research Foundation. In his address, Doctor Misener outlined the work of the Ontario Research Foundation and offered the services of the Foundation.

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NRDA's first industrial building inventory has just been published. It lists all available plant space in five counties.

LODA - Lake Ontario Development Association
At the recent Cincinatti Sportmen's Show a total of 1500 people showed interest in vacationing in the LODA area. An average of 150 enquiries a day were received at the booth and display set up by LODA staff.

1400 vacation enquiries had been received from the Buffalo Sportmen's Show. More enquiries were expected as the show was still in progress and the LODA booth and personnel still at work.

SCRDA - St. Clair Regional Development Association
SCRDA will hold its charter night on April 21, at Chatham. Three zone meetings will precede the over-all regional session.

The board of directors decided at a recent meeting in Chatham that the new organization will continue an already launched industrial promotion and development programme based on the production, printing and distribution of regular region-wide plant space and plant site inventories. One three-county plant space inventory has already been compiled and 5,000 copies distributed.

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The City of Chatham has joined the Association and the leadership of Mayor Metro Sass was made available to the Association by his appointment as municipal representative.

MWODA - Mid-Western Ontario Development Association
At the board of directors meeting on March 4, the general manager outlined a new 1964/65 programme of work for this region, with the stress on industrial growth from within.

NEWS BY REGIONS - Continued

LERDA - Lake Erie Regional Development Association
J. R. Clark assumed his duties as general manager of this region on March 2. The head office is located in Aylmer.

Four zone meetings have been held to date.

Four members have been elected to the board of directors for the Counties of Norfolk and Middlesex respectively. Two members have been elected to the board of directors for the Counties of Elgin and Oxford. It is intended to appoint a further two directors for each of the latter mentioned Counties as membership increases in the Association.

NWODA - Northwestern Ontario Development Association
This region participated in preliminary deliberations leading to the utilization of sub-marginal lands in the Lakehead area for forestry under ARDA. This important conference was held in concert with the forest products industry and the agricultural industry and will be followed by presentations to the Ontario Director of ARDA.

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NODA took part in discussions on transportation rates in Northwestern Ontario and endorsed requests for inclusion of several of the regional centres in the trans-continental railway passenger service of the CNR.

NEODA - Northeastern Ontario Development Association
A new approach for NEODA is a Corporate Members' Section, in addition to the membership of the provincial government and the municipalities of northeastern Ontario.

The first annual general meeting of the Corporate Members' Section took place at North Bay March 19.
The annual meeting of the board of directors will be held April 18.

GBDA - Georgian Bay Development Association
GBDA are preparing for four zone meetings to be held in April.

The annual meeting of the board of directors will take place March 25.

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One of the regional managers reports, that while gathering statistics for 1964, a clerk of one of the Townships answered the question "Would your concil allow the region to attend a council meeting and address the council on regional development", in this manner:

"The council are not interested in regional development, because the Township is growing as fast as the council can handle it".

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Items on projects, techniques, reports, research and advice on economic development and industrial promotion.

ECONOMIC DEVELOPMENT

"The technological change that has been occuring in urban areas is very remarkable. I think that one of the best indicators of this change is that with all the growth that we are getting in the United States, we have had no increase in manufacturing jobs since 1955. An industrial city like Baltimore has less manufacturing jobs to-day than it did in 1948. During this period the population has grown by 45,000. All this can mean is that service jobs have been growing at a fantastic rate to off-set the lack of industrial growth in improvement. This, undoubtedly, will continue, meaning that more job opportunities will be created in our commercial centres in contrast to our industrial parks".

- A. M. Voorhees.
"Plan". Vol. 4 #3

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PROMOTION:

A base map of your region can serve a thousand uses and be one of your best salesmen.

On such a regional map, carrying credit line to the association, information pertinent to your region could be charted from the twice-monthly road bulletin of the Department of Highways (crediting them, of course). The map showing regional road construction and delay areas would probably rate regular use if sent to the regional newspapers as a service.

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Any regional success can be considered a regional promotion.

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News, activities, techniques, reports of regional outdoor recreational space.

PARKS AND CONSERVATION

In the U. S. and England a vital public capability is exercised by what is called "Nature Conservancy Foundations".

They are public, chartered, non-profit foundations, which publicly and privately advertise for cash support for their objectives which are clearly stated as, "the acquisition and preservation of passive recreational and wildlife areas".

Such a body (taking a liberty with one of Ontario's newly organized economic regions) might be called "St. Clair Heritage Inc." and lead to the establishment of similar bodies in adjacent regions such as "Lake Erie Heritage" and "Mid-West Heritage". These would be non-profit, fund holding and dispersing corporate agencies for the acquisition of outdoor space for public use. One main area of income for these groups is bequests.

RESEARCH: Reports and statements on regional research activities, projects and objectives.

Here are two quotes from an article entitled "Some Aspects of Industrial Location in Southern Ontario", by Donald Kerr and Jacob Spelt of the University of Toronto.

(1) "It bears repetition that on the basis of market potential and transport costs, exclusively market-orientated industries will find locations in either Montreal or Toronto most attractive, elsewhere industries are footloose over a wide area".

(2) "Most companies contemplating a location in Southern Ontario compare and contrast labour costs in Toronto with those in other communities".

A region that could produce significant and up-to-date figures bearing on these two statements might assist industrial prospects.

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An interesting regional picture can be constructed when it is known that DBS lists each year in its Census of Manufacturing (habitually two years old) the number of manufacturing establishments in towns, cities and counties and census divisions. The list does not provide information on the size of companies and the number of new firms, or their origin.

A regional summary could provide faster and fuller information.

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PLANNING: News of planning activity as undertaken by the regions and Ontario government agencies.

A rarely used county power to zone within 150 feet of a county road which probably will pass through several municipalities, is noted by J. B. Milnar, Professor of Law, University of Toronto, in Vol. 4, #1, edition of "Plan", the Journal of the Town Planning Institute of Canada. Authority given is the Highway Improvement Act RSO, 1960, Chapter 171, Section 64. In the event of conflict the county zoning prevails over local zoning, "if the powers were used", says Professor Milner, "it would be a major factor in the local land use control programme."

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THE ASSOCIATIONS: Items of administrative and news interest in regional development.

A "calender of events" in the LODA region is to be compiled by the Lake Ontario Development Association. The purpose of the calendar will be to help eliminate overlapping and loss of attendance due to several functions being held on the same day.

THE ASSOCIATIONS - Continued

LODA wrote the member municipalities and organizations in the region, requesting lists of current events. The replies will be sorted through and should there be conflicting dates for events the parties will be informed.

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GBDA intend to have place mats made up to advertise and promote the attractions of the region.

Thought is presently being given to the design of these place mats.

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A correspondence list prepared for NRDA's monthly regional board meetings has proven highly satisfactory, Delby Bucknall, president of the Niagara Regional Development Association reports.

All items of correspondence received by the association during the month are listed, with full safeguards. Even confidential industrial inquiries are given "blind" mention. The list gives the board an immediate and graphic idea of NRDA's scope and activity during the month and of the general manager's work load. "It helps the board tell what and how the business is going", says J. R. Richards, NRDA general manager, who worked out the details.

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BIBLIOGRAPHY: A list of current publications and articles dealing with regional economic development

"REGIONAL DEVELOPMENT IN THE EUROPEAN ECONOMIC COMMUNITY" -
A report prepared as part of the Political and Economic Planning study of Britain and the European Common Market.
Obtainable from: Political and Economic Planning,
16 Queen Anne's Gate,
London, England.
Price 10. 6d.

"CITIES IN THE SUBURBS" -
Deals with organizing development around focal points in a regional plan. Obtainable from: University of Toronto Press,
Toronto, Ontario.
The author is Humphrey Carver.

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THE CO-ORDINATOR

REGIONAL DEVELOPMENT

ONTARIO

How it works for ONTARIO MUNICIPALITIES

Published By The REGIONAL DEVELOPMENT DIVISION,
DEPARTMENT OF ECONOMICS AND DEVELOPMENT, PROVINCE OF ONTARIO

The CO-ORDINATOR

Volume 2: #4
April, 1964.

"Everything is rosy in Rosebud", insists the official spokesman of Rosebud, Texas - and the town newspaper proclaims it in each weekly issue. "But Rosebud is really rotting", said Time Magazine in a recent edition under the section on Communities.

"Rosebud is just one among hundreds of similar towns", the magazine continued, "for across the U. S. the small town as such is dying".

"Sometimes civic leadership can revive a dying place. The population of Clarksville, Missouri, declined from 800 in 1940 to 338 in 1960. The town had no doctor or dentist. Three out of four youngsters in each new crop of high school graduates departed for more promising places. But under the leadership of a local automobile dealer a group of townspeople formed a development corporation with capital of $132,000. Its first project was a $50,000 medical centre. Since then Clarksville has started building an industrial park, having improved its transportation facilities and water supply. The population has now grown to more than 900".

Time goes on to say, "such bootstrap improvement is not always possible, for many towns are simply too small, too poor and too far gone. As some experts see it the answer is for small towns to join together in larger economic and administrative units. Working closely together, several neighbouring small towns could provide schools and other public facilities that they could not otherwise afford; instead of competing with one another for new industries they could work out joint development plans".

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REGIONALISM:

Professor Ralph R. Krueger, University of Waterloo, recently announced a new graduate geography program, combining geography and regional planning studies. The program, which will be unique in Canada, is one of two Master of Arts courses in Geography - the first graduate geography courses to be introduced by the University of Waterloo.

The program will commence in the fall and is already attracting applicants from the disciplines of economics, agricultural science and geography. It is anticipated that a number of people now involved in professional town planning and resource development jobs will be attracted back to university to obtain a graduate degree.

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"Manitoba government officials are planning to go after new manufacturing plants for the province with a set of new policies that include: Encouraging formation of regional development associations so small towns will pool resources for development and operate on a more effective scale. The province will pay an establishment grant of $500 plus annual operating grants."

The Financial Post April 16.

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Three Ontario regional development leaders are to be guest panelists at the forthcoming annual conference of the Canadian Federation of Mayors and Municipalities on June 2 - 4 at Regina, Sask. The participants are:

Warden Reed Menzies - Kent County
(President, St. Clair Regional Development Association)

Alderman E. E. Mitchelson - Niagara Falls
(Director, Niagara Regional Development Association)

Prof. Norman Pearson - University of Waterloo
(Consultant to Niagara Regional Development Association)

A representative from the regional development division will also attend this conference.

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The CO-ORDINATOR

Tourist promotion and development items. Reports on the preservation of the cultural and outdoor resource on which the tourist industry is built.

TOURISM:

The Ontario Travel Council received a flood of applications from university students in reply to their questionnaire advising of summer positions for students to man the tourist reception centres on highway 401.

"This type of summer employment would appear to be attractive to our college students", says Don Kingdon, secretary of the council.

The Ontario Travel Council is the joint committee of Regional Development Associations and Tourist Councils operating 401 tourist centres, Mr. Kingdon is general manager of the Lake Ontario Development Association.

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Activities of regional and zone agricultural committees, rural-urban economic studies and ARDA project notes.

RURAL DEVELOPMENT:

A group of experienced agriculturalists in the Leamington area have recently incorporated a new company called "Imperial Food Products Limited". Locally grown vegetables will be processed.

One of the directors of the company - John E. Reynolds, is chairman of the Essex County zone of the St. Clair Regional Development Association.

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NEWS BY REGIONS:

EODA - Eastern Ontario Development Association

Highlight feature of a recent Zone 3 meeting was a film and talk on "Eastern Ontario's Waterways". This address was given by Eldon Veitch, chairman of the cruise committee. The 10 day, 300 mile waterways cruise promoting the "Golden Triangle" leaves Ottawa June 26 returning July 5.

Mr. Urquhart reports that results are encouraging for the "Work Study" course scheduled for May 19 to 29.

NRDA - Niagara Regional Development Association

Letter to the Editor from J. Richards, general manager:

"The second issue of the CO-ORDINATOR contained an item and I quote: It has been noted that many problems are regional in scope rather than national - or provincial - and yet we have no regional research organizations.

NEWS BY REGIONS:

- Niagara Regional Development Association - Continued

The NRDA is pleased to announce that we have such an organization called "The Niagara Peninsula Municipal Committee on Urban and Regional Research", chaired by Reeve Melvin Swart of Thorold Township, and which group has received a grant of $1700 from the Canadian Council on Urban and Regional Research to proceed with immediately a study of local government in the Counties of Lincoln and Welland and have further employed Dr. Henry Mayo of the University of Western Ontario to do the pilot study".

LODA - Lake Ontario Development Association

A conference sponsored by LODA, in co-operation with the Department of Tourism and Information, is scheduled for April 29 at the Empress Hotel, Peterborough. Speakers include the Honourable James C. Auld, Minister, Department of Tourism and Information and Lawrence P. Acroyd, executive director, Canadian Tourist Association.

The general manager informs us that the purpose of this conference is to create a better understanding and co-operation of promotional efforts within the region.

LODA membership has doubled since the association was formed. Three new member towns have joined this year.

SCRDA - St. Clair Regional Development Association

Over 70 municipal delegates attended the charter night session of SCRDA, including the Warden of Essex County, Ellison Bell and the Warden of Kent County, Reed Menzies. Civic greetings were brought by Mayor Metro Sass of Chatham. Guest speaker, Richard Hamilton of Toronto, Canadian Director of the development consulting firm of Larry Smith and Company commented that an economic base study of the region is a requirement. "Understanding of regional problems and possibilities is the key to sound over-all development", he said.

Thirty municipalities have now joined the association. Essex County zone increased its membership lead at the meeting when Mayor W. D. Baillargeon presented the Town of Tecumseh's membership grant.

MWODA - Mid-Western Ontario Development Association

The board of directors decided at a recent meeting to release to the press all reports made by the organization from their Economic Feasibility Study. The reports will be released both to the daily and weekly press in the four counties covered by Mid-West.

NEWS BY REGIONS:

LERDA - Lake Erie Regional Development Association
This newly-formed association will be assuming occupancy of their permanent headquarters at 91 John Street during the latter part of April.

Plans have been formulated to begin immediately an industrial survey for the region.

NWODA - Northwestern Ontario Development Association
A "Work Study" course is scheduled to take place at the Lakehead College of Arts on June 15 - 26.

NEODA - Northeastern Ontario Development Association
Recommended projects for 1964 were one of the highlight discussions that took place at the annual board of directors meeting at North Bay on April 18. Mr. Marsh, general manager, outlined the suggested program of work for the coming year.

The establishment of a sound and profitable beef cattle industry in Northeastern Ontario and the operation of a meat packing plant is considered a priority item by NODA.

NODA management and staff prepared information for 18 industrial and agricultural development enquiries last year.

GBDA - Georgian Bay Development Association
GBDA are actively involved in an extensive survey to determine the record low water levels of Georgian Bay and Lake Huron.

A five-point program regarding the low water levels in Georgian Bay was presented to officials in Ottawa on March 15 and 16. The recommendations were presented to the Hon. Arthur Laing, Minister of Northern Affairs and Natural Resources.

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Items on projects, techniques, reports, research and advice on economic development and industrial promotion.

ECONOMIC DEVELOPMENT:

A United States plant location consultant with offices in Toronto, has made the suggestion that it would be of assistance to firms such as his and other industrial location agencies and personnel, if an annual list of industrial commissioners, industrial spokesmen, research services, engineering and construction firms, planning board secretaries and public utilities contacts, were provided regionally in a simple small hard cover format.

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PROMOTION: Regional information and education, development of the regional concept, selling the region.

"EVERYONE INTO THE ACT -- Working on the premise that community response is just as important as dependence on a few dedicated individuals, the Duluth (Minnesota) Area Redevelopment Administration Committee placed a full page newspaper ad saying: "We Want Ideas". Cost of the ad in a metropolitan daily was underwritten by leading business interest in the city.

The above is taken from the Area Redevelopment Administration bulletin, U.S. Department of Commerce, of recent date. Annual subscription is 75¢ in Canada. Can be secured from the U.S. Department of Commerce, Washington 25, D.C.

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PARKS AND CONSERVATION: News, activities, techniques, reports on regional outdoor recreational space.

Preliminary plans for a vast recreational project to serve the entire Hamilton and Niagara area are now completed, J. A. Richards, general manager of the Niagara Regional Development Association reported.

The proposed site at Winona called "Fifty Point Park" has been approved unanimously by the directors representing all five counties in the region.

Plans call for a combined recreation area and historic site development on the Lake Ontario shore about ten miles east of Hamilton.

The association has recommended development of the beaches and playgrounds, camping and picnic area and restoration of an 18th century farmhouse on the Winona site.

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RESEARCH: Reports and statements on regional research activities, projects and objectives.

The Canadian Council on Urban and Regional Research offers not more than three Fellowships to assist senior candidates, who in 1964 are undertaking programs of studies related to regional affairs. The value of each Fellowship will be $4500 for a 12-month period of advanced work in this field, plus $1500 to a candidate with children, and an allowance towards the costs (if any) of travelling to the institution where the study will be carried out.

RESEARCH: Continued

An Urban Research Fellowship will be awarded only to a highly meritorious candidate. It is meant for a mature and outstanding person in public or private employment, or holding academic appointment, who can gain admission to a Canadian university for advanced work.

- Information taken from the "Municipal World".

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THE ASSOCIATIONS:

Items of administrative and news interest in regional development.

The Northeastern Ontario Development Association has come up with their own paper clipping service idea.

Mr. Bill Marsh, general manager, has requested zone representatives to assist in an economy and efficiency drive by clipping items of interest from their local newspapers. A detailed list of the type of material in which NODA is interested was sent to these people and stamped addressed envelopes will be provided for return of the clippings to the association office.

To avoid this task becoming too onerous Mr. Marsh suggests rotating this work amongst other representatives in the area every three months.

The association feels that if the plan is successful they will be able to keep abreast of the daily and weekly newspapers published in Northeastern Ontario and, at the same time, keep interest keen at the zone level.

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The Eastern Ontario Development Association has instituted a special Award that is presented to certain people throughout Eastern Ontario for their contribution to the development of their municipality, or the area as a whole.

The selection of the candidate is made by a joint committee of the municipal council and Chamber of Commerce, subject to the rules laid down by the development association.

The first of these Awards, which have been titled "Awards of Merit" were presented at the association's annual meeting in 1963. There were 19 men who received this honour and were guests of EODA at this meeting.

EODA is planning to continue presenting this Award on a yearly basis and will be presenting it this year at the annual meeting on May 27.

It is felt that in this small way the association can say thank you to those who have contributed and are still contributing so much to the development of the Golden Triangle.

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THE ASSOCIATIONS: Continued

The Georgian Bay Development Association has recently brought to the attention of their directors and associate members the tentative scheduled flights of the Ontario Sales Opportunity Missions for 1964-65.

Copies of the application forms have been sent to the members, but if the recipients were not interested in these missions, GBDA requested that the information be passed on to a company who might be.

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The annual general meeting of the Federation of Ontario Cottagers Associations was held on March 23. Over forty Associations, representing more than 50,000 cottagers were in attendance.

Anyone interested in obtaining information about the Federation, should write to P.O. Box 85, Postal Station "K", Toronto 12, Ont.

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BIBLIOGRAPHY: A list of current publications and articles dealing with regional economic development.

"WHAT FUTURE FOR RURAL REGIONS" - W. T. Perks
Regional Development in Quebec Using ARDA Funds.
Vol. 14. No. 1 "Community Planning Review".

Obtainable from: Community Planning Association of Canada
(Ontario Division),
32 Isabella Street,
Toronto 5, Ontario.

"DEVELOPING THE LITTLE ECONOMIES" - R. Gilmore
A survey of the regional development program in the U.S.

Obtainable from: Committee for Economic Development,
711 Fifth Avenue,
New York 22, N.Y.
Price $3.00

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THE CO-ORDINATOR

REGIONAL DEVELOPMENT

ONTARIO

How it works for ONTARIO MUNICIPALITIES

Published By The REGIONAL DEVELOPMENT DIVISION,
DEPARTMENT OF ECONOMICS AND DEVELOPMENT, PROVINCE OF ONTARIO

The CO-ORDINATOR

Volume 2: #5
May, 1964.

The Honourable Stanley J. Randall, Minister of Economics and Development, announced in the Ontario Legislature a forthcoming International Conference on Regional Development, believed to be the first of its kind in Canada.

Speakers will be brought from many parts of the world to participate and to outline their experiences, problems and successes in regional development. It is intended to study the programmes they have developed and see what additional measures might be practicable for Ontario. In addition, guest panelists from other Provinces and States will be invited to discuss regional development at municipal, provincial and federal levels.

The Conference will take place on February 15-16-17 at the Royal York Hotel, Toronto, Ontario.

Further details will be issued from time to time in "The CO-ORDINATOR".

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REGIONALISM:

Mr. J. A. Montgomery, Manager, Industrial Department of the Greater Niagara Chamber of Commerce in his recent circular letter enclosing a copy of the classified list of industries for the Counties of Lincoln and Welland 1964-65 states:

"We have made this book as comprehensive as possible to provide industrial firms with a knowledge of their neighbours if they decide to locate in the Niagara Peninsula.

Naturally, I would prefer to have them locate in the City of Niagara Falls, but realize that any firm locating in our area is going to benefit the close-knit communities in the immediate area".

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Municipal officials in the newly-formed Lake Erie Regional Development Association have been urged to attend all future zone meetings. An article in the St. Thomas Times Journal says: "Municipal officials owe it to themselves and the taxpayers they represent to attend these meetings and to do so with an open mind. If the Association can help the region to help itself, everybody gains".

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Two tenth anniversary meetings of inter-municipal co-ordination groups were held recently.

The Eastern Ontario Development Association held its anniversary meeting at the Chateau Laurier Hotel, Ottawa, on May 27. Guest speaker was H. W. P. Thomson, Officer-in-Charge, Canadian Government Immigration Services, New York, special feature was an "Award of Merit" presentation.

The Supervisors' Inter-County Committee celebrated its tenth anniversary at the Veterans Memorial Building, Detroit, Michigan, U.S.A., Thursday May 28. The Honourable George Romney, Governor for the State of Michigan was one of the feature speakers.

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The Regional Development Division staff has been expanded with the appointment of G. Peter Branch.

Mr. Branch comes to the division from industry and a public service career in the Ontario Hydro. His experience includes marketing studies, manufacturing, sales and administration.

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Tourist promotion and development items. Reports on the preservation of the cultural and outdoors resource on which the tourist industry is built.

TOURISM:

The Honourable James Auld, Minister, Department of Tourism and Information, was guest speaker at a Travel Research Conference held on May 12 at the Westbury Hotel, Toronto, Ontario. In his talk the Minister appealed to the Tourist Councils to work together in the spirit of co-operation with other organizations to stimulate the tourist industry in Ontario.

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Activities of regional and zone agricultural committees, rural-urban economic studies and ARDA project notes

RURAL DEVELOPMENT:

The rural development programme of the Ontario Federation of Agriculture took another step forward on May 14th at Clinton, when Don Middleton of the Federation outlined the second step in the OFA rural development committee programme for Huron County. E. D. May, general manager, of Mid-Western Ontario Development Association, reports a masterful presentation using visual aids outlined the relationship of rural development, inter-municipal projects and inter-municipal research and showed how the county rural development committee has a strong function in relation to the rural development sector of the ARDA programme in Ontario. A programme for rural resource inventory, development needs and project priorities under three headings of human, physical and natural resources was spelled out. A strong complementary role for regional development was envisaged by MODA representatives attending the county meeting.

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NEWS BY REGIONS:

EODA - Eastern Ontario Development Association.
The new 1964 Golden Triangle tourist map will be ready for distribution the end of this month.

EODA reports that 23 business executives attended the "Work Study" course held May 19 - 29.

NRDA - Niagara Regional Development Association
Mr. J. R. Richards, general manager, has recently printed a "Resume of Niagara Regional Development Association Activities and Achievements". Copies have been sent to all municipalities within the region. The board of directors felt that the municipalities (both members and non members) will be interested in knowing just how much has been done by the association.

NEWS BY REGIONS:

- Niagara Regional Development Association - Continued

A resolution was passed at the NRDA annual meeting appointing McMaster University, Hamilton, and Brock Univeristy, St. Catharines, as Honourary Members of the Niagara Regional Development Association.

LODA - Lake Ontario Development Association
Mr. Kingdon, general manager, reported a successful "Work Study" course, held recently in Peterborough. Sixteen executives attended.

LODA met with representatives of the executive of seven regional Tourist Councils at the Blue Hotel, Madoc on May 25.

SCRDA - St. Clair Regional Development Association
This region is presently advertising for a general manager. A selection committee has been formed under the chairmanship of Reeve Ray Bellamy of Chatham Township, they will meet on June 1 to evaluate the applications and their recommendations will be made at the general meeting of the board of directors.

MWODA - Mid-Western Ontario Development Association
Zones 1 and 2 are holding a joint meeting in Seaforth on June 4. Mr. May, general manager, advised that this is an informative type of meeting which he hopes will be of special interest to industry and commerce. Speakers will include representatives from the Ontario Research Foundation, Sales Opportunity Missions, Industrial Development Bank, Specialized Immigration Services, Ontario Development Agency and Export Credits Insurance Corporation.

LERDA - Lake Erie Regional Development Association
The Association is now in its permanent headquarters and the first major step in the programme has commenced with the industrial survey for the region.

NWODA - Northwestern Ontario Development Association
This region co-operated with export brokers endeavouring to arrange shipload exports of rough lumber and timbers from the Northwest to European markets.

The general manager prepared articles for business and travel publications and provided information to visiting journalists that focused attention on the Lakehead through the media of large circulation newspapers.

NEODA - Northeastern Ontario Development Association
The Department of Indian Affairs has asked this Association to consider a study of resources and opportunities on the Manitoulin Indian Reserve. This matter is under discussion at the present time.

NEWS BY REGIONS:

NEODA - Northeastern Ontario Development Association - Continued

A report of Manitoulin Island problems was presented to the Zone 2 committee and includes matters dealing with agriculture, a slaughterhouse, the use of oil from the island as a road binder, an analysis of certain clays and an extensive investigation of a proposed manufacturing operation.

GBDA - Georgian Bay Development Association

A five year project undertaken by this region is about to materialize in the form of a new chart covering the inner channel of the 30,000 Islands between Parry Sound and Byng Inlet. The general manager informed us it should be ready by July 1. Originally suggested as a book of small charts, the final choice has been for an accordian type of chart measuring approximately 16" in height by 5" long, folding to a 16" x 10" folder suitable for small boats. The Department of Mines and Technical Surveys made this choice after extensive investigation into the most suitable types both in Canada and the U.S.A.

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ECONOMIC DEVELOPMENT:

Items on projects, techniques, reports, research and advice on economic development and industrial promotion.

Industrialists in the Niagara Peninsula and firms contemplating locating in this area, have found a new ally in the recently established Industrial Development Department of the Provincial Gas Company.

The Department has been operating on a part-time basis for the past three years, but last year they made a full-time officer available to area firms. Harry Learn was appointed to this position and he works closely with the Niagara Regional Development Association and the Industrial Commissioners of St. Catharines, Welland, Niagara Falls and Fort Erie, in promotion of the entire area.

A separate department has been set up to provide more detailed information for firms planning new, or additional uses of natural gas.

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PROMOTION:

Regional information and education, development of the regional concept, selling the region.

It is the practice of some U.S. holiday States to have a large bill-board size map of a given regional recreation area. These are placed adjacent to a pull-off area on a public highway, so that vehicles can be parked safely by those wishing to study the map. Such a map covering the region would provide important public service and might carry a discreet regional association credit. A cluster of advertising should be avoided, U.S. officials caution, however.

PARKS AND CONSERVATION: News, activities, techniques, reports on regional outdoor recreational space.

A new expression was born at the meeting of the Conservation Council of Ontario held in Toronto on May 21.

"Turmoil cost" - an expression to describe both the social and monetary cost engendered when attempts are made to secure outdoor recreational space too late and when a host of other competing uses have developed.

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RESEARCH: Reports and statements on regional research activities, projects and objectives.

A team from the University of Toronto has commenced its compilation of a bibliography of regional studies.

This bibliography will be available at the Toronto office of Regional Development Division to all persons interested in regional research and studies. It is expected to be completed by September.

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PLANNING: News of planning activity as undertaken by the regions and Ontario government agencies.

The Association of Ontario Counties held their annual meeting at the Westbury Hotel, May 7. The theme of the conference was "County and City in Planning".

The necessity for regional planning and thinking was strongly stressed by John Gillies, City of London and by the guest speaker, B. F. Hillenbrand, executive director, National Association of Counties, Washington, D.C.

John Pearson, Community Planning Branch, Ontario Department of Municipal Affairs, spoke on legislation for community planning, he pointed out that planning could be enlarged to be based on a much larger unit than the single municipality and cited appropriate sections of the Planning Act.

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THE ASSOCIATIONS: Items of administrative and news interest in regional development.

D. W. Kingdon, general manager, of the Lake Ontario Development Association recently called a meeting with news media, including radio, television and the press, to talk over ideas for the betterment of the region. Mr. Kingdon felt that people dealing with news continually from day to day would be armed with ideas.

THE ASSOCIATIONS: - Continued

We are informed by LODA that some very productive thoughts on regional action resulted from this meeting.

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E. D. May, general manager of the Mid-Western Ontario Development Association, recently outlined a plan for a junior business programme which could be incorporated in the extra curricular programme at area High Schools.

The purpose of the programme would be to increase the knowledge of the free-enterprise system and its problems among both High School students and their parents.

It would involve starting a miniature regional company and carrying it through to completion by the end of the school term. Each miniature company composed of up to 15 students should be assisted by three businessmen who would act as advisors and should be experts in the field of production and business sales.

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BIBLIOGRAPHY: A list of current publications and articles dealing with regional economic development.

"THE COMMUNITY ECONOMIC BASE STUDY" - Charles M. Tiebout.
A how-to-do-it manual on regional economic base studies.

Obtainable from: Committee for Economic Development,
711 Fifth Avenue,
New York 22, N.Y.
Price $1.50

"CLASSIFICATION OF LABOUR MARKET AREAS IN ONTARIO" -
This is a new chart showing local labour market areas from January 1953 to January 1964.

Copies obtainable upon request to:

Miss Helen Madge,
Senior Economist, Economics Branch,
Department of Economics and Development,
454 University Avenue,
Toronto, Ontario.

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For further information please contact:
The Editor, "The CO-ORDINATOR",
Regional Development Division,
Department of Economics and Development,
454 University Avenue,
Toronto 2, Ontario.
Tel. 365-4245 (Area Code 416)

STATISTICS COMPILED FROM ONTARIO INDUSTRIAL REVIEW

DEPARTMENT OF ECONOMICS AND DEVELOPMENT

1963

	Cities	Towns	Villages	Townships
Eastern Ontario Development Assoc.				
New Industries	6	2	2	1
Manufacturing Arrangements	4	1	-	-
Expansion: - New Site	-	-	-	-
At Site	13	8	1	-
Northwestern Ontario Development Assoc.				
New Industries	2	2	-	2
Manufacturing Arrangements	-	-	-	-
Expansion: - New Site	-	-	-	-
- At Site	3	3	-	-
Georgian Bay Development Assoc.				
New Industries	2	1	2	1
Manufacturing Arrangements	-	4	-	-
Expansion: - New Site	-	1	-	-
- At Site	5	19	-	2
Lake Ontario Development Assoc.				
New Industries	1	2	1	-
Manufacturing Arrangements	1	2	-	-
Expansion: - New Site	-	-	-	1
- At Site	2	6	-	-
Northeastern Ontario Development Assoc.				
New Industries	1	3	1	-
Manufacturing Arrangements	1	-	-	-
Expansion: - New Site	-	-	-	-
- At Site	7	-	-	1

STATISTICS COMPILED FROM ONTARIO INDUSTRIAL REVIEW (cont'd)

	Cities	Towns	Villages	Townships
Mid-Western Ontario Development Assoc.				
New Industries	10	3	-	1
Manufacturing Arrangements	9	3	-	-
Expansion: - New Site	3	-	-	-
- At Site	47	14	-	-
Niagara Regional Development Assoc.				
New Industries	7	9	-	2
Manufacturing Arrangements	7	-	-	1
Expansion: - New Site	2	-	-	-
- At Site	65	3	-	5
Lake Erie Regional Development Assoc.				
New Industries	9	3	1	-
Manufacturing Arrangements	2	1	-	-
Expansion: - New Site	-	-	1	-
- At Site	21	10	1	3
St. Clair Regional Development Assoc.				
New Industries	5	2	1	-
Manufacturing Arrangements	1	1	-	-
Expansion: - New Site	-	2	-	-
- At Site	34	9	4	-
Metropolitan				
New Industries	48	19	2	19
Manufacturing Arrangements	38	2	-	-
Expansion: - New Site	-	2	1	3
- At Site	154	37	-	10

The number of new jobs these expansions and new firms created in the regions concerned should be available also, says Reed Menzies, president of the St. Clair Regional Development Association. He suggests the regions could secure this information as part of their survey system.

THE CO-ORDINATOR

REGIONAL DEVELOPMENT

ONTARIO

How it works for ONTARIO MUNICIPALITIES

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DEPARTMENT OF ECONOMICS AND DEVELOPMENT, PROVINCE OF ONTARIO

The CO-ORDINATOR

Vol. 2: #6
June, 1964.

On page eight of this month's CO-ORDINATOR, in the Bibliography Section, appears a brief announcement that a book has been published entitled "Economic Geography of Canada - With An Introduction to a 68-Region System". This book was first seriously considered in October 1959. It was conceived at that time as a study that could be called "Economic Regions of Canada". With increasing interest in regional economic policies and in regional resource planning, the authors maintain, there was need for such a study.

In the latter part of the book a detailed system of 68 provincial economic regions is outlined. The book has involved over four final years of research, compilation and analysis.

The authors state that a study of the major regions may impress one with their uniqueness and their individual patterns, but even more with the relationships between them. They describe the study of Canada's economic geography at this time as fascinating, for it permits those who care to obtain a deeper understanding of basic problems and then to proceed rationally and unitedly to their solution.

"If we dig below the surface, region by region, we may see some of the problems more clearly", that is the main reason for the study, they say.

Aside from this, regional directors and members of their staff in reading this valuable new text on regional matters in Ontario and Canada will probably feel as though they are looking through a family album. The economic picture of Ontario's regions and candid research views of some of their activities are to be found in detail and at length.

The book was published by MacMillan Company of Canada Limited, 70 Bond Street, Toronto 2.

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Activities at the Provincial and Federal level at home and abroad.

REGIONALISM:

The unusually low water levels in the Great Lakes is causing concern to Canada and the United States.

On June 29 at the Royal York Hotel, Toronto, Premier John Robarts of Ontario called a one day international conference to discuss this problem. 80 delegates attended, including the Governors of Illinois and Indiana and Resource Minister Rene Levesque of Quebec.

A new and more powerful role for the International Joint Commission, supervisory agency for boundary waters between the United States and Canada, emerged from the conference.

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Attorney-General Frank J. Kelley of Michigan has also called a conference dealing with the problem of the Great Lakes. Sponsored by Mr. Kelley and the Michigan State University Research Development Department the conference will take place on July 28 at East Lansing, Michigan.

Highlight of the conference will be the presentation of a report by the U. S. Corps of Engineers, containing specific proposals for stabilizing the water levels in Lakes Michigan, Huron and Erie.

The Michigan Attorney General's office has extended an invitation to the Regional Development Associations to attend.

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During the next 20 years Metropolitan Toronto will collect enough domestic and industrial waste to cover 12 square miles to a depth of six to eight feet.

The Metro Works Commissioner estimates that 40,000,000 to 50,000,000 tons of waste will be collected during this period creating an urgent need to establish a network of regional disposal sites and enlarge incineration facilities.

The increased production is anticipated notwithstanding the sanitary land fill programme that Metro has operated since 1955 converting marshland into public parks.

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Tourist promotion and development items. Reports on the preservation of the cultural and outdoors resource on which the tourist industry is built.

TOURISM:

An inter-regional committee to deal with tourist

TOURISM: Continued

development and promotion on a wide scale and to cut down on production costs of promotion and materials, was formed at a joint meeting of tourist organizations recently.

The proposed inter-regional committee will be represented by two delegates from each association.

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Dangers of polluted water and improper facilities in resort areas is causing concern to the Federation of Ontario Cottagers' Associations.

The president of the Federation, A. C. Hoad, has suggested a more intensified advertising programme in cottage areas concerning this problem. A pamphlet detailing ways to keep water safe for internal use was one of the suggestions made by the Federation to the provincial government. The Federation stated they would be glad to distribute copies to their 55,000 members.

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Activities of regional and zone agricultural committees, rural-urban economic studies and ARDA project notes.

RURAL DEVELOPMENT:

Canadians often fail to appreciate the vast potential of products originating from farm woodlots across the country. Usually these woodlots are ideally located within easy reach of industrial centres where good lumber and quality forest products of special kinds can be delivered to waiting markets at low transportation costs. In 1960, the total annual value of forest products cut on farm woodlots, as reported by the Dominion Bureau of Statistics was 49 million dollars. In terms of dollar value this is a figure that we cannot afford to ignore.

Farm woodlots in Canada comprise a total of approximately 30 thousand square miles located predominantly in Ontario, Quebec and the Atlantic Provinces. Collectively, this area must be considered as a large and easily accessible forest and is extremely important and very vital to the economy of the nation.

- J. A. Doyle, Assistant to the Director,
Forest Products Research Branch,
Department of Forestry of Canada.

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NEWS BY REGIONS:

EODA - Eastern Ontario Development Association

Rewarding results from attendance at two U.S. Sportmen's Shows, is reported by EODA. Over 400 firm enquiries were received from Hartford and approximately 1,200 firm enquiries from New York. These enquiries have been processed by EODA and passed on to the municipalities and members participating in the shows.

NEWS BY REGIONS:

- Eastern Ontario Development Association - Continued
We are informed by William Urquhart, acting manager, that the Tenth Anniversary Meeting held recently was successful. Some 135 delegates attended. Sixteen persons were presented with the Regional Award of Merit.

NRDA - Niagara Regional Development Association
This region is taking an active part in general discussions concerning the closing of the Hagersville Army Camp, which means the loss of 220 jobs to the local residents. A full investigation into the future possibilities of the camp is being undertaken between municipal, federal and provincial governments.

NRDA's assistance has been requested by Mayor J.W. Watson of Stoney Creek in the establishment of a regional museum for the area.

LODA - Lake Ontario Development Association
Mrs. Audrey Sexsmith, deputy-reeve of Bancroft, has become the first woman director in the history of LODA.

A recent survey of the holiday enquiries received from the three Sportmen's Shows attended this year by representatives of LODA, indicated that fishing heads the list of preferences, followed by camping and trailering.

D. W. Kingdon, general manager, also reported popular demand for "The Outdoorsman" magazine. There were 2,000 copies requested at each show.

SCRDA - St. Clair Regional Development Association
The board of directors recently announced the appointment of John A. Elliott to the position of general manager of this region.

Mr. Elliott of North Bay, is presently the assistant manager of the Northeastern Ontario Development Association. His duties as manager of the St. Clair region commence August 1.

MWODA - Mid-Western Ontario Development Association
At a recent meeting of the board of directors it was agreed to continue the news bulletin.

The general manager, E. D. May, has been meeting with municipal officials, boards of trade and industrialists, informing them of the assistance available through the association.

LERDA - Lake Erie Regional Development Association
The official opening of the regional office will take place on July 15. J. R. Clark, general manager, reports that officials from the provincial and federal governments, together with municipal authorities will attend. A reception at the Pleasant Valley Golf and Country Club, No. 3 Highway will follow the opening ceremony.

NEWS BY REGIONS:

- Lake Erie Regional Development Association - Continued
Progress is reported by the general manager on the industrial survey programme presently being undertaken by this region.

NWODA - Northwestern Ontario Development Association
The latest issue of the magazine "Better Homes and Gardens", carries an article on "The Great Lakes Circle Drive", for a family-planned vacation. Embracing Lakes Huron and Superior, the article includes information on communities and scenic attractions on the Superior north shore and is illustrated by three colour maps and marking routes. "It cannot help but stimulate great interest in Ontario's Northwest", says Alexander Phillips, general manager.

Mr. Phillips was one of the speakers on the programme at the first Indian-White Conference and Workshop recently held in Kenora. This conference was sponsored by the Indian-Eskimo Association of Canada and arranged by the Indian-White Committee of Kenora.

NEODA - Northeastern Ontario Development Association
Mayor J. J. Fabbro and city officials of Sudbury, distinguished themselves in the arrangements made to receive the delegates to the Association of Ontario Mayors and Reeves, Annual Meeting on June 21-24. The Association experienced one of its largest registrations - 620 delegates.

Mayor Fabbro was host on a flying fishing trip to G. H. Coleman, executive director of the Detroit Regional Development Association (Supervisors' Inter-County Committee), who was the speaker on regional development at the conference.

Copies of the address "Regional Co-operation", delivered by Mr. Coleman to the Mayors and Reeves may be secured by writing Mrs. Marie Curtis, Secretary of the Association.

GBDA - Georgian Bay Development Association
At a recent zone 4 meeting the proposal of growing certified seed potatoes in the Districts of Parry Sound and Muskoka was discussed by R. E. Goodin, Secretary and Market Development Specialist of the Ontario Food Council. Mr. Goodwin felt that the area was ideally suited to growing seed potatoes.

GBDA feel there is sufficient interest in this project to prepare a brief on the market possibilities and costs of production. The general manager, W. N. Keefe, hopes the study will be completed very shortly, at which time area farmers will be contacted and invited to special meetings.

COER - Central Ontario Economic Region
(Halton, Peel, York, Ontario Counties)
Preliminary presentation of the regional development programme for this region was discussed at a meeting of the Oshawa Chamber of Commerce recently. Over 50 delegates attended, representing planers and elected officials. Speakers included Norman Pearson, town

COER - Central Ontario Economic Region - Continued
planner and associate professor of the University of Waterloo and Delby J. Bucknall, president of the Niagara Regional Development Association.

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ECONOMIC DEVELOPMENT: Items on projects, techniques, reports, research and advice on economic development and industrial promotion.

The Northern Electric Company Limited have recently made a film showing how they selected their Toronto plant site.

"Town for Tomorrow" has been offered for showing by Regional Development Associations, courtesy of the Northern Electric Company Limited.

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PROMOTION: Regional information and education development of the regional concept, selling the region.

The Connecticut State Employment Service publishes what they call a "Prize Personnel List". This list carries information on exceptional persons available for employment in that State. It is suggested by Ed Ross, president, Lake Erie Regional Development Association that the availability of such top people in a region could represent an inducement for industry. He thinks it might be possible to get top executive and sales talent from the regional NES offices for a regional prize personnel list circulated on a monthly basis. Enquiries would be directed to the NES office, of course.

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PARKS AND CONSERVATION: News, activities, techniques, reports on regional outdoor recreational space.

A brief on the Niagara Region's Fifty Point Park project has now been prepared and a preliminary meeting held with the Minister of Public Works, advises J. R. Richards, general manager of the Niagara Regional Development Association. He further states that an appointment is now being sought with the Minister of Lands and Forests.

Fifty Point Park is the proposed recreational lake-shore project, serving the entire Hamilton-Niagara area.

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The Niagara Escarpment Trail is now officially opened. Excellent co-operation from the land owners has been reported.

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RESEARCH: Reports and statements on regional research activities, projects and objectives.

RESEARCH: Continued

A unique idea of preparing an atlas at the County level will be undertaken this summer. It is the concept of Professor Paul E. Vandall, head of the Department of Geography, University of Windsor.

The Essex County Historical Association is sponsoring this project and a student has been hired to gather information and draft various types of maps and charts of Essex County. Professor Vandall will supervise the project.

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PLANNING: News of planning activity as undertaken by the regions and Ontario government agencies.

A provincial planning agency to encourage and supervise planning by all provincial and municipal agencies was recommended recently by the Town Planning Institute of Canada, Central Ontario Chapter.

In a brief to the select committee on the Municipal Act and related acts at Queen's Park, the planners suggested such an agency be responsible through its director to a cabinet committee similar to the Treasury Board. Such an agency would be responsible fpr initiating and co-ordinating research in economic development, population distribution, resource development, industrial location and financial arrangements, including tax structures.

The need for regional planning was also stressed and the evolution of regional types of government.

The planners would also like to see the term of office of municipal councils extended to ensure continuity in planning.

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THE ASSOCIATIONS: Items of administrative and news interest in regional development.

In an endeavour to assist the commercial and industrial companies of the Mid-Western Ontario Development Association to remain competitive and grow, E. D. May, general manager, is sponsoring with the Lions Clubs of the area, a Regional Management Accounting Course.

This course shows how an owner-manager, regardless of his type of business, can use information contained in his own books of account to operate more profitably. Prior knowledge or experience in book-keeping or accounting is not required for those taking the course.

MODA feel that many owner-manager businessmen are at a serious disadvantage because they normally cannot afford to hire specialists and, therefore, are required to direct all phases of the operation themselves, e.g. finance and accounting, personnel, purchasing, processing or servicing, selling and continuous analysis of future market possibilities.

THE ASSOCIATIONS: Continued

The regional course will consist of eight weekly sessions of two hours, starting early in September. Clinton is suggested as the location, $25 will be the fee.

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A suggestion that the Lakehead should promote a tourist attraction rivalling Calgary's stampede and Quebec's winter carnival was made at a Fort William tourist hospitality seminar recently.

Alexander Phillips, general manager of the Northwestern Ontario Development Association, one of the speakers at the seminar, commented that properly promoted and organized the Lakehead could be the greatest vacation land of all.

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LODA plans to promote the region as a tourist haven for camera enthusiasts.

The programme to promote sites in the region as good material for photographers was described at a recent zone meeting. The general manager, D. W. Kingdon, states the campaign will not only promote the region directly as a tourist centre, but indirectly, through vacationers showing their pictures to friends. "This is the best form of advertising", he said.

The campaign is to be undertaken in co-operation with the Canadian Kodak Company. Placards urging that cameras be brought to the seven holiday areas in the region will be set up in tourist information booths and other likely spots frequented by travellers. In addition, folders pointing out sites worthy of being filmed - and with tips to picture-takers - will be distributed. Thomas McKay, 1670 Bayview Avenue, Toronto 3, can be contacted for further details.

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BIBLIOGRAPHY: A list of current publications and articles dealing with regional economic development.

"ECONOMIC GEOGRAPHY OF CANADA" - With an introduction to a 68-region system.
By Pierre Camu, Vice-president St. Lawrence Seaway Authority;
E. P. Weeks, Executive Director, Atlantic Development Board
Z. W. Zametz, Director, Economics and Social Research Division,
Federal Department of Citizenship and Immigration.

Obtainable from: The MacMillan Company of Canada Ltd.,
70 Bond Street,
Toronto 2, Ontario.
Price $12.50

For further information please contact:
The Editor, "The CO-ORDINATOR",
Regional Development Division,
Department of Economics and Development,
454 University Avenue,
Toronto 2, Ontario. Tel. 365-4245 (area code 416)

THE CO-ORDINATOR

REGIONAL DEVELOPMENT

ONTARIO

How it works for ONTARIO MUNICIPALITIES

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DEPARTMENT OF ECONOMICS AND DEVELOPMENT, PROVINCE OF ONTARIO

The CO-ORDINATOR

Vol. 2: #7
July/August, 1964.

The following letter sent recently to J. A. Richards, general manager and Delby Bucknall, president of the Niagara Regional Development Association, is worthy of citation, Mr. Bucknall feels. The name of the Trade Association will be disclosed, with its approval, on individual requests.

"TRADE ASSOCIATION",
Toronto, Ontario.
13th July, 1964.

DEPARTMENT OF MUNICIPAL AFFAIRS
RECEIVED
SEP 14 1964

Mr. J. A. Richards,
General Manager,
Niagara Regional Development Association,
Box 69,
Grimsby, Ontario.

Dear Jack:

I extend the appreciation of the members of the TRADE ASSOCIATION to you and to Delby for appearing at our meeting to enlighten us on the purpose and accomplishments of the Niagara Regional Development Association. I feel that this was a fruitful meeting as the TRADE ASSOCIATION has approved the payment of the sum of $500 to your Association for the year 1964. A cheque will be issued in due course.

I am directed to state that the TRADE ASSOCIATION will entertain requests for financial assistance for carrying out of special projects in addition to the annual grant.

In order to keep me and our members up-to-date, will you please make up a package of 20 of the publications prepared and issued by NRDA and I will pick them up when I pass by your office in about a week. I will distribute them to our members.

If, in the future, you will send me 20 copies of your Newsletter and other publications, I will distribute them to our members and retain a file copy in our library.

Yours very truly,

(Sgd.)

Executive Secretary.

REGIONALISM:

Interest has been expressed in the Ontario regional development programme by the Department of Industrial Development and Decentralization, New South Wales, Australia.

Regional Development Committees were constituted in 1944 in New South Wales and were charged with the responsibility of preparing an overall plan for the development of their regions aimed at supporting a maximum population with adequate Australian standards of living. Their function is to review the resources of the region and to outline broadly what should be done at State and regional levels to ensure that maximum productivity is achieved. A regional newsletter keeps the regions in touch with each other.

Correspondence and literature have passed between the Regional Development Division and the Australian counterparts and further exchanges are anticipated in the near future.

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A seminar on "The Planning of Metropolitan Regions in Asia", was held in Tokyo June 7 to 13, under the auspices of the International Union of Local Authorities and the Eastern Regional Organization for Public Administration.

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Tourist promotion and development items. Reports on the preservation of the outdoors resource on which the tourist industry is built.

TOURISM:

The Essex-Kent Tourist Council have recently supported a parkways programme of the Southwestern Ontario Conference of Chambers of Commerce.

The programme entails development of a scenic route along Southwestern Ontario lakes and rivers from Ipperwash to Windsor. Proposed also are side routes to the area's provincial and federal parks where they are not on the direct scenic route.

Fred Dawes, president of the Southwestern Ontario Chambers of Commerce group, advised that support for the project will be solicited from the St. Clair Regional Development Association.

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Activities of regional and zone agricultural committees, rural-urban economic studies and ARDA project notes.

RURAL DEVELOPMENT:

An announcement by ARDA (Agricultural Re-habilitation and Development Agency) recently disclosed that a study of the possibility of producing

RURAL DEVELOPMENT: (Continued)

cranberries on swamplands in the Muskoka and Parry Sound districts is one of four projects to be included in their programme.

Others involve the conversion of sub-marginal farmland in Grey and Bruce Counties to forest use, a study for roughland pasture potential in Southern and South-Central Ontario and the establishment of public hunting and wildlife management areas in the Sauble Valley of Bruce County.

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NEWS BY REGIONS:

EODA - Eastern Ontario Development Association
EODA reports the recent ten day boat cruise around the Golden Triangle waterways was successful. Stopovers were made along the route and the flotilla was made welcome at each port of call. Some 23 boats and 100 persons participated in the tour.

NRDA - Niagara Regional Development Association
A schedule of monthly zone meetings for the five zones in this region is being prepared by J. R. Richards, general manager. Officials representing various departments of the Ontario Government will be addressing these meetings. Mr. Richards is working closely with the chairman of each zone on their respective programmes. NRDA intend mailing, prior to each meeting, copies of the programme to the individual zone members.

* * *

D. J. Bucknall, president, Niagara Regional Development Association, attended the National Association of Counties Conference in Washington D.C., August 9 to 12. As past president of the Ontario Counties Association, Mr. Bucknall represented this group as well as NRDA and his own County of Lincoln. Thought has been given to co-operating with the Counties Association recently formed in the USA. A meeting to discuss regional development has been proposed.

LODA - Lake Ontario Development Association
The programme of work for the year 1964/65 was presented at the annual board of directors meeting held recently. More emphasis will be placed on industrial promotion during this period.

LODA in conjunction with the Trade and Industry Branch, Department of Economics and Development, is preparing three industrial conferences at the zone level. The first conference is scheduled to take place on September 22 in Peterborough for zone 1. The second and third conferences will be held September 23 at Cobourg for Zone 2 and September 24 at Belleville for Zone 3. D. W. Kingdon, general manager, advised that speakers will include officials from business, government and LODA.

SCRDA - St. Clair Regional Development Association
The board of directors held their first meeting since John A. Elliott became general manager. The budget was approved and the first project to be undertaken by Mr. Elliott will be the preparing of a brochure

SCRDA - St. Clair Regional Development Association (Continued)
designed to promote industry, agriculture and tourism in Kent, Essex and Lambton counties. Other projects planned for the near future will be production of a newsletter and drawing up of a regional map designating industrial and agricultural areas.

MWODA - Mid-Western Ontario Development Association
It is with profound regret that we report the death of E. D. May, MODA general manager, who was killed recently in an automobile accident.

Mr. May took over the position of general manager of this region in February of this year, prior to this he was the industrial commissioner for Barrie.

G. P. Branch, of the Regional Development Division, has been asked by the MODA directorate to assist the Association pending the replacement of Mr. May.

LERDA - Lake Erie Regional Development Association
Gordon Pittock M.P.P. for Oxford County officially opened the LERDA offices on July 15. The charter was presented to President W. E. Ross of Simcoe, by Ronald K. McNeil M.P.P. for Elgin County. Approximately 63 officials attended the opening ceremony of the new office. Later a reception was held for the gathering at the Pleasant Valley Golf and Country Club.

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At a recent board of directors meeting it was ruled that the afternoon of the third Wednesday in each month would be set aside for the regular board meetings.

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Following a request from the Central Middlesex Planning Board, President Ross instructed the general manager to initiate and co-ordinate a meeting to discuss a wilderness park proposal on the Thames River.

NWODA - Northwestern Ontario Development Association
On August 4 a Northwestern Ontario Business and Industrial Forum was held at the Uptown Motor Hotel, Fort William. Luncheon speaker was T. H. Coulter, Chief Executive Officer, Chicago Association of Commerce and Industry.

Delegates included manufacturing executives, Lakehead industrial leaders and federal provincial officials. The afternoon programme included a visitation to the Canadian Car Division of the Hawker Siddeley Canada Ltd. plant, followed by a tour of the industrial exhibits at the Canadian Lakehead Exhibition.

NEODA - Northeastern Ontario Development Association

An appraisal of the economic potential of the Wikwemikong Reserve of the Manitoulin Island Indian Band will be carried out by the association this year. At the request of the Indian Affairs Branch of the Department of Citizenship and Immigration, the general manager, W.H.C. Marsh, attended a meeting of the Band Council at Wikwemikong. The Band has asked the Department of Indian Affairs to engage the services of NEODA to study their problems.

* * *

The Corporate Section is continuing to grow. Officers elected at the first annual meeting were: Chairman, E. C. Bovey, Vice President, Northern Ontario Natural Gas Co. Ltd: Vice Chairman, Lawrence Brown, Executive Assistant to President, The Algoma Steel Corporation Ltd., and Secretary, B. LaFrance, District 9, Jaycees. Six members were also elected to the board of directors. Membership in the Corporate Section is open to manufacturing, mining, service and utility industries.

GBDA - Georgian Bay Development Association

GBDA have revised their industrial handbook. The 1964/65 edition is now off the press.

* * *

The fifth annual GBDA conference will take place on September 14 and 15, 1964, at the Delawana Inn, Honey Harbour, Ont. Guest dinner speaker will be William B. T. Smiley, author of the syndicated column "Sugar and Spice". The Honourable J. Wilfrid Spooner, Minister, Department of Municipal Affairs, Ontario Government and Michael Warren, executive assistant to the Ontario Minister of Labour, are also included on the programme, together with officials from the Canadian National Railways; Canadian Pacific Railway, Air Canada; Automotive Transport Association of Ontario; Ontario Federation of Agriculture; Area Development Agency, Government of Canada; Ontario Water Resources and Regional Development, Ontario Government.

A special programme has been planned for the wives of delegates.

COER - Central Ontario Economic Region

(Halton, Peel, York, Ontario Counties)

Representation from the Toronto office of the Regional Development Division was recently made at the Halton County Council meeting. The speaker outlined the regional programme and answered the many questions.

Further meetings will be held in the near future embracing all the municipalities within the county.

ECONOMIC DEVELOPMENT:

A University of Tulsa study showed that community-sponsored efforts to develop industry can be rewarding. The study entitled, "Economic Case Studies of Community-Sponsored Efforts to Development Industry" (College of Business Administration, University of Tulsa $3.75) takes a close look at eighteen small Oklahoma communities each of which had sponsored industrial development corporations (IDC). In all cases the IDC's were active in developing existing industry or in attracting new industry to the communities. Among the major costs borne by the IDC's were those of sites and buildings which were then leased or sold to individual industrial concerns.

The most important benefit from IDC was the increase in local payrolls. Added employment in the various communities ranged from less than ten to several hundred, with most employees coming from nearby communities. Most of the new employees spent their pay locally.

The study concludes that in nearly all cases the benefits from community-sponsored efforts to develop industry offset the costs. In the few communities that proved disappointing, IDC officials from these communities made these recommendations.

(1) Investigate prospective firms carefully before establishing them in the community.
(2) Seek firms that have jobs for men as well as for women.
(3) Lend money for fixed assets rather than working capital.

- Information taken from the Financial Times of Canada, June 1, 1964.

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PROMOTION:

Regional information and education, development of the regional concept selling the region.

An idea for promoting a community and surrounding area, at the same time helping public relations, has evolved from the City of Sudbury following the conference of the Association of Ontario Mayors and Reeves, held recently in that city.

Delegates who attended the conference received by mail a postcard extending the thanks of Mayor J. J. Fabbro and the Council for visiting their city, with an invitation to make a return visit at some future time.

This type of promotion is inexpensive and could be adopted for similar functions by regional boards, it was suggested.

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News, activities, techniques, reports on regional outdoor recreational space.

PARKS AND CONSERVATION:

The annual report of the Huron-Clinton Metropolitan Authority, which is the locally-owned and operated five-county regional parks system in the Detroit region, discloses that an eighth park has been secured by the inter-county body within twenty-two miles of down-town Detroit. Some 124 parcels of land, comprising 3,500 acres have been acquired. Citizens donated 179 acres and 450 acres have been donated by an estate. The accumulated cost of the Stoney Creek Regional Park project is listed as $5,212,702. The regional park system is owned and operated by five-counties and financed solely by a joint tax levy limited to $\frac{1}{4}$ of 1 mill. Cities also make a $\frac{1}{4}$ mill levy.

The regional park authority was sanctioned by the State Legislature in 1940 and approved by the people of the five-counties.

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Reports and statements on regional research activities, projects and objectives.

RESEARCH:

G. H. Coleman, Executive Director, Detroit Regional Development Association (Supervisors Inter-County Committee) is seeking information on any experiences Ontario municipalities have had in sanitary land fill programmes.

Please submit all replies to The Editor (address given on Page 8) and they will be passed on to Mr. Coleman.

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News of planning activity as undertaken by the regions and Ontario government agencies.

PLANNING:

Governor Nelson Rockefeller has tabled a 154-page report by the New York State Office for Regional Development, recommending the state be divided into ten regions with the office for regional development co-operating with local governments and regional councils in preparing a sixty-year comprehensive development plan for each region. Governor Rockefeller called the report an "historic document".

H. A. Jerry Jr. Director, Regional Development New York State, emphasized that the state's participation in regional planning was not designed to supplant the work of local planning bodies. "However", he said "the state is involved so directly in development planning that it will be a great advantage".

Specific steps to be taken include the creation of regional councils with strong regional representation and integration of regional plans into a development plan for the entire state.

Governor Rockefeller said the regional approach is appropriate because of his state's strong local government and its historic tradition of municipal leadership.

MUNICIPALITIES: Reports, activities and projects of interest to groups of municipalities.

The last dozen of Canada's entire steam locomotives available as a tourist resource for municipal parks are going fast. The veteran steam engines offered at from $3,000 to $10,000 (in some cases gratis) can be secured from the Canadian National Railways or Canadian Pacific Railway by a municipality ready to give an old engine adequate display in a public place, reports the Financial Post of August 27, 1964.

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PROJECTS: Reports of current and impending projects undertaken, planned or suggested in regional economic development.

J. R. Clark, manager, Lake Erie Regional Development Association, has been requested to make an inventory of populated areas in the region experiencing municipal water shortages.

This project will be undertaken to ascertain if a joint municipal venture could be undertaken to supply towns from one source, particularly if there is a cluster of urban centres experiencing water supply difficulties.

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THE ASSOCIATIONS: Items of administrative and news interest in regional development.

The Eastern Ontario Development Association has been successful in obtaining free air time on two U.S. TV stations. A film which describes Eastern Ontario, entitled "Holiday Corner", was shown on channel 7 Watertown earlier this year. Also, a half hour show promoting the tourist attractions in this region was shown on a Baltimore, Maryland TV network.

In addition to the series on tourist attractions in the Golden Triangle, a special series has been produced on industrial promotion, these have been viewed on CJOH-TV.

William Urquhart, assistant manager, has reported good response from this field of promotion.

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BIBLIOGRAPHY: A list of current publications and articles dealing with regional economic development.

"PROJECT NEWS" - Lists municipal centennial projects.
"MAKING 1967 WORK" - Planning for the centenary on the community level.
Published by: Canadian Centenary Council,
268 First Avenue,
Ottawa, Ontario.

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For further information please contact:
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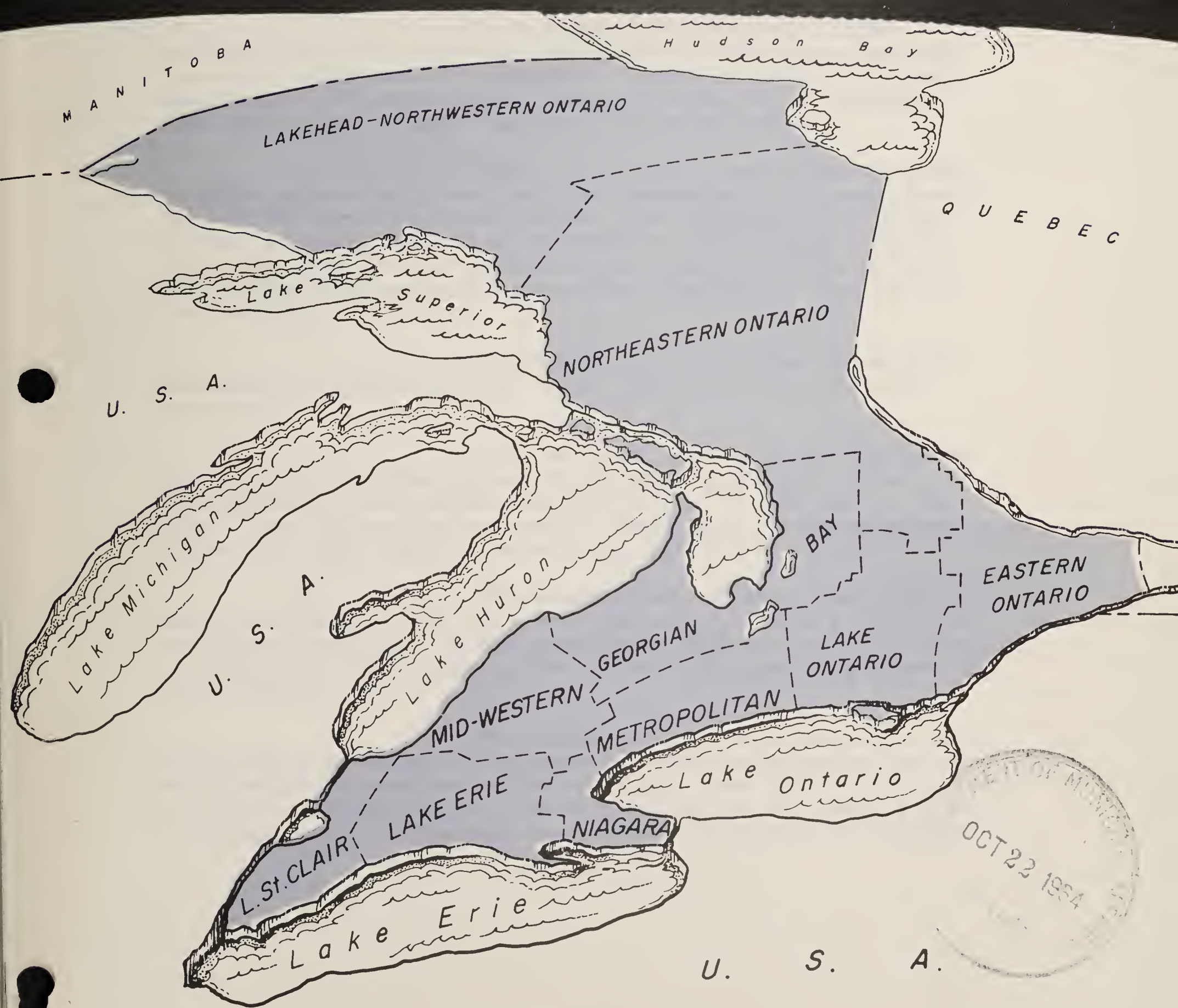
Toronto 2, Ontario. Tel: 365-4245 (area code 416)

THE CO-ORDINATOR

REGIONAL DEVELOPMENT

ONTARIO

How it works for ONTARIO MUNICIPALITIES



OCT 22 1954

Published By The REGIONAL DEVELOPMENT DIVISION,
DEPARTMENT OF ECONOMICS AND DEVELOPMENT, PROVINCE OF ONTARIO

The CO-ORDINATOR

Vol. 2: #8
September, 1964.

OCT 22 1964

"I am happy to say that many in the audience here to-day support and participate in the Ontario regional development programme", the Honourable Stanley J. Randall, Minister, Department of Economics and Development, told the Ontario Municipal Association at their annual meeting in London recently".

"Many of the smaller communities and rural townships quite rightly carry out their promotional activities through the Regional Development Associations. The larger towns and cities, however, sometimes think it is an 'either or' proposition; that is, either they have their own industrial development programme or they join the Regional Development Association. The fact is, the two are complementary".

"Whether or not a city joins the regional development programme should not depend upon the local industrial programme".

"Just as I have pointed out that industrial development is more than smokestacks and gear wheels, so regional development is a much broader and inter-related concept than you may think. Very few problems are local in their scope and the solutions depend upon joint action by several municipalities".

"The modern industrialist, or the specialized plant location consultant who acts on his behalf, does not stop at the town or city boundary. In fact, the labour force working in most towns or cities will be drawn from a wide radius encompassing many communities in the region".

"The merchants in the towns and cities draw much of their trade from the surrounding region and therefore the prosperity of the region is important to the community. Since this is the case, you should do something about it. The only way you can do something about it is through active participation in a Regional Development Association".

REGIONALISM:

Activities at the Provincial and Federal level at home and abroad.

The ten economic regions of Ontario, as set up by the Department of Economics and Development, have been recognized and accepted by the Alcoholism and Drug Addiction Research Foundation of the Ontario Department of Health.

The Foundation intends to work closely with the development associations in the near future in a co-operative effort, particularly at the zone level where the problem of alcoholism in industry can be discussed on an informal basis.

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"California will focus attention not on the local problems of individual cities and counties, but on area-wide problems which cut across traditional boundary lines and effect large regions of the state", says Governor Edwin G. Brown. "Priority will be given to studying and proposing solutions to the deficiencies in governmental organizations that hamper our efforts to achieve regional co-ordination, regional planning, rapid transit, urban renewal and improved human relations".

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TOURISM:

Tourist promotion and development items. Reports on the preservation of the outdoors resource on which the tourist industry is built.

The Stratford Shakespearean Festival brings approximately 300,000 tourists to the City of Stratford each year, it is reported. This has resulted in the construction of new motels, restaurants and shops as well as expansion and renovation of existing facilities.

The Festival has become one of Stratford's major "industries". Audiences come from every province in Canada, the U.S. and other countries.

The Festival is the first mentioned of three economical activities and functions which planners say contribute to the city's growth. The others in order given are the city's role as a regional centre and as a manufacturing centre.

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RURAL DEVELOPMENT:

Activities of regional and zone agricultural committees, rural-urban economic studies and ARDA project notes.

At a recent gathering of farmers for the opening of the new warehousing facilities of the Ontario Cheese Producers Marketing Board at Belleville, Hector Arnold, Chairman, informed the audience that Ontario exported 33,000,000 pounds of cheese to the U.K. in recent years. Mr. Arnold stated that there is a tremendous demand for Ontario cheese in Britain and a further 20,000,000 pounds of orders could have been taken had it been possible to meet the demand.

RURAL DEVELOPMENT: (Continued)

Arnold Johnston, secretary-manager of the Marketing Board advised that the main problem facing Ontario's raw milk cheese industry is lack of plants. Ten years ago there were more than 200 plants in the province, to-day there are 135. "The decline", Mr. Johnston continued, "was due to financial difficulties the British government had in the early fifties and consequently imports from dollar countries were restricted. The effect this had on the cheese industry was disastrous".

Mr. Johnston stated that not only has the British market opened up, but also Canadian per capita consumption has increased.

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NEWS BY REGIONS:

EODA - Eastern Ontario Development Association.

This region is presently preparing for its Fall conference on November 4 and 5. The conference will take place at the Skyline Hotel, Brockville.

NRDA - Niagara Regional Development Association.
The Ontario Branch of the Community Planning Association of Canada, in co-operation with provincial planners, have agreed to be on hand to speak at zone level meetings on the necessity for planning.

NRDA's newsletter for the month of August was devoted to advertising Fall Fairs in the Niagara region.

LODA - Lake Ontario Regional Development Association.
LODA advises that the industrial conferences held recently for zones one, two and three were well received.

The Annual Industrial Municipal Relations Conference is scheduled for October 28 at the Empress Hotel, Peterborough, advised the general manager. The theme this year is "American Investment in your Community".

SCRDA - St. Clair Regional Development Association.
The general manager has prepared St. Clair's first newsletter. Another project underway is the regional brochure. All municipalities in the region, member or non-member, will be contacted to provide basic data to be included in this brochure. Multiple copies will be circulated to member municipalities upon completion for their own use in handling industrial enquiries.

MWODA - Mid-Western Ontario Development Association.
The board of directors have interviewed applicants for the position of general manager. The name of the successful applicant will be announced shortly. This vacancy was caused by the death of the former manager, Ed May.

NEWS BY REGIONS: (Continued)

LERDA - Lake Erie Regional Development Association
A new manager has been appointed to this region, his name has not as yet been released by the board of directors.

NWODA - Northwestern Ontario Development Association
Two teams of consultants from the Ontario Development Agency of the Department of Economics and Development, visited Port Arthur recently to meet with company representatives and small businessmen who wished to seek financial assistance from the Agency. The consultants were headed by Alan Etchen, director. Interviews were arranged through NWODA.

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The Honourable Stanley J. Randall, Minister, Ontario Department of Economics and Development and the Honourable George Wardrope, Minister, Ontario Department of Mines, recently attended the official opening of the rebuilt Jim Mathieu Ltd., Sawmill at Sapawe, 117 miles west of Fort William. Alexander Phillips acted as master of ceremonies on this occasion. The former mill was burnt to the ground last October. The new mill was financed through the aid of the Ontario Development Agency.

NEODA - Northeastern Ontario Development Association
The second meeting of the Corporate Members Section was held recently in North Bay. Seven technomic reports prepared by the Ontario Research Foundation were presented by Marvin Green, P. Eng. of the ORF. The reports listed industries that could be located in Northeastern Ontario.

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William Marsh, general manager, advises that he is working closely with the Quebec Regional Development Branch of the Department of Industry, on an agricultural enquiry which will involve farmers on the Ontario and Quebec border collaborating and working together on a rape seed crop.

GBDA - Georgian Bay Development Association
GBDA reports a successful 1964 Conference recently held at the Delawana Inn, Honey Harbour. Approximatly 185 delegates attended, representing 35 municipalities in the Georgian Bay region.

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ECONOMIC DEVELOPMENT: Items on projects, techniques, reports, research and advice on economic development and industrial promotion.

The magazine "Industrial Development and Manufacturers Record" reports that almost two-thirds of U.S. industrial parks reported in the magazine's annual survey are privately owned. 31% are coded Class 1, having a nine-way system of restrictions in addition to all services.

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The CO-ORDINATOR

Regional information and education, development of the regional concept selling the region.

PROMOTION:

At a recent meeting of the Wallaceburg Industrial Commission, John A. Elliott, general manager of the St. Clair Regional Development Association commented on the well organized industrial development corporation, of which approximately 900 Wallaceburg citizens are shareholders.

"If the key people in any community can organize a community development corporation of this type and secure the support and enthusiasm of enough of the local citizenry to make it work, it can provide the biggest single impetus to community development", said Mr. Elliott. He went on to say that a town he knew of in Northern Ontario was urgently in need of housing. The leaders pooled their resources, formed a development corporation, built the needed houses and re-invested the profits in the erection of a bowling alley, dance hall and community centre.

In conclusion, Mr. Elliott, remarked that he hoped Wallaceburg would participate actively in a series of proposed regional meetings to disseminate information on local development corporations and encourage other communities to adopt this approach.

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News, activities, techniques, reports on regional outdoor recreational space.

PARKS AND CONSERVATION:

The zone 5 section (southern Ontario), of the Ontario Federation of Anglers and Hunters has been printing "Hunting With Permission" posters. These posters, printed in English, Italian and German, are provided free to all farmers interested in permitting hunting by permission on their property. The Hunter-Farmer Relations Committee of the Federation had requests for 500 before printing commenced, according to the summer 1964 edition of the magazine "CIL Oval".

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Reports and statements on regional research activities, projects and objectives.

RESEARCH:

Improving the quality of municipal observances of Canada's Centennial was the theme of the Stratford Seminar on Civic Design this year.

Regional projects it is worthwhile noting are eligible, according to page eleven of the Centennial Handbook. Peter Ackroyd also announced to the Seminar Workshops on Municipalities and Civic Design that feasibility studies of an important kind would be regarded as eligible for grants.

RESEARCH: (Continued)

Applications must be made to the province which must approve of the project to assure the Centennial Commission that two-thirds of the cost will be met jointly by the province and the initiating agency. Given particular stress as a paramount requirement for approaching historical type projects, would be an inventory of historic or significant buildings, places or outdoor space.

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PLANNING: News of planning activity as undertaken by the regions and Ontario government agencies.

Grants to assist specific regional planning projects are one inducement Ontario is considering to promote regional planning in the province. This was revealed by the Honourable J. W. Spooner, Minister of the Ontario Department of Municipal Affairs, speaking at the National Conference of the Community Planning Association of Canada recently held in London, Ontario. Mr. Spooner commented that the exact amount of these grants, or the percentage of the total cost of a particular programme that the government would pay, has still to be worked out.

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MUNICIPALITIES: Reports, activities and projects of interest to groups of municipalities.

Average attendance at zone meetings 50 persons!!! Perhaps the following idea would make this a reality.

Clark Foods Limited have informed the Regional Development Division that they are prepared to show a 25 minute colour and sound film entitled "Next Time you Spill the Beans" at group meetings. The film shows the plant in operation, food processing from seeds through harvesting to finished products. In addition each person in the audience will receive a gift package containing samples of Clark's products.

As an alternative Clark Foods will provide organizations with a free dinner. The requirements specified are that the group supply the dishes, silverware and beverage, also an attendance of more than fifty is required. Further information may be obtained from: John Howell, Clark Foods Limited, 4213 Dundas St., West, Toronto, Ontario. Telephone: 239-4490 Three to four weeks notice is requested.

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THE ASSOCIATIONS:

	JANUARY				FEBRUARY				MARCH				APRIL				MAY				JUNE			
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
ZONE 1																								
Amabel Township									●		●													
Chesley									●				●											
Huron Township									●															
Kincardine																								
Bruce County																								
Port Elgin									●															
Ripley					●				●															
Southampton									●															
Tiverton																								
Walkerton			●	●	●				●		●		●							●				
ZONE 2																								
Durham			●		●						●													
Flesherton					●																			
Hanover			●		●				●															
Mono Township																								

The black dots represent pins of five different colours which indicate either PAID, UNPAID, INCOMPLETE INFO OR NO PICTURE, COMPLETE INFO & PICTURE, or GBDA VISIT

The above is an abbreviated version of the "Keefe board" the Georgian Bay Development Association uses in their head office.

Listed vertically are the names of its 59 member municipalities and horizontally weeks of the year. Mounted on a ten test backing board, push pins of a standard colour are placed opposite the name of a municipality each time a call is made by the staff on that municipality.

This visual aid indicates where calls are not being made and serves as a constant reminder as to where field trips are overdue.

The board also serves several other purposes. In the first column two differently coloured pins are used to show what municipalities are paid up. The column at the extreme right indicates by various coloured pins whether there are industrial buildings available and their size.

Other sources of information on the board are industrial sites, whether data forms are up to date, various types of work pending in the municipality and the location of new industries and expansions.

"This is one of the simplest gagdets we use, but is also the most important for information purposes", says general manager, Neville Keefe.

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PROJECTS: Reports of current and impending projects undertaken, planned or suggested in regional economic development.

Neville Keefe, general manager of the Georgian Bay Development Association has been requested by his board of directors to make a survey of all marine facilities catering to the cruising public on the Georgian Bay and eastern shore of Lake Huron.

The first step of this project was undertaken during August and September when 73 service points were recorded. Preparation of a map showing these facilities is underway and when completed, copies will be distributed to yacht clubs in Canada and the U.S.

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BIBLIOGRAPHY: A list of current publications and articles dealing with regional economic development.

- Skier Market - North East North America,
  Market research study prepared under Area Redevelopment Administration contract by Sno-Engineering Incorporated, Franconia, New Hampshire.

  Issued by the Superintendent of Documents,
  U.S. Printing Office,
  Washington, D.C. 20402.

- Opportunities for Economic Development in Boone County,
  West Virginia Office of Planning Research.

  Obtainable from: Area Redevelopment Administration,
  U.S. Department of Commerce,
  Washington 25, D.C.

(Area Re-development in U.S. terminology is roughly equivalent to regional development. The two studies cited while not having direct Ontario application would provide models possibly for Association research).

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- Regional Development in Manitoba.

  Obtainable from: Regional Development Division,
  (for address see below)

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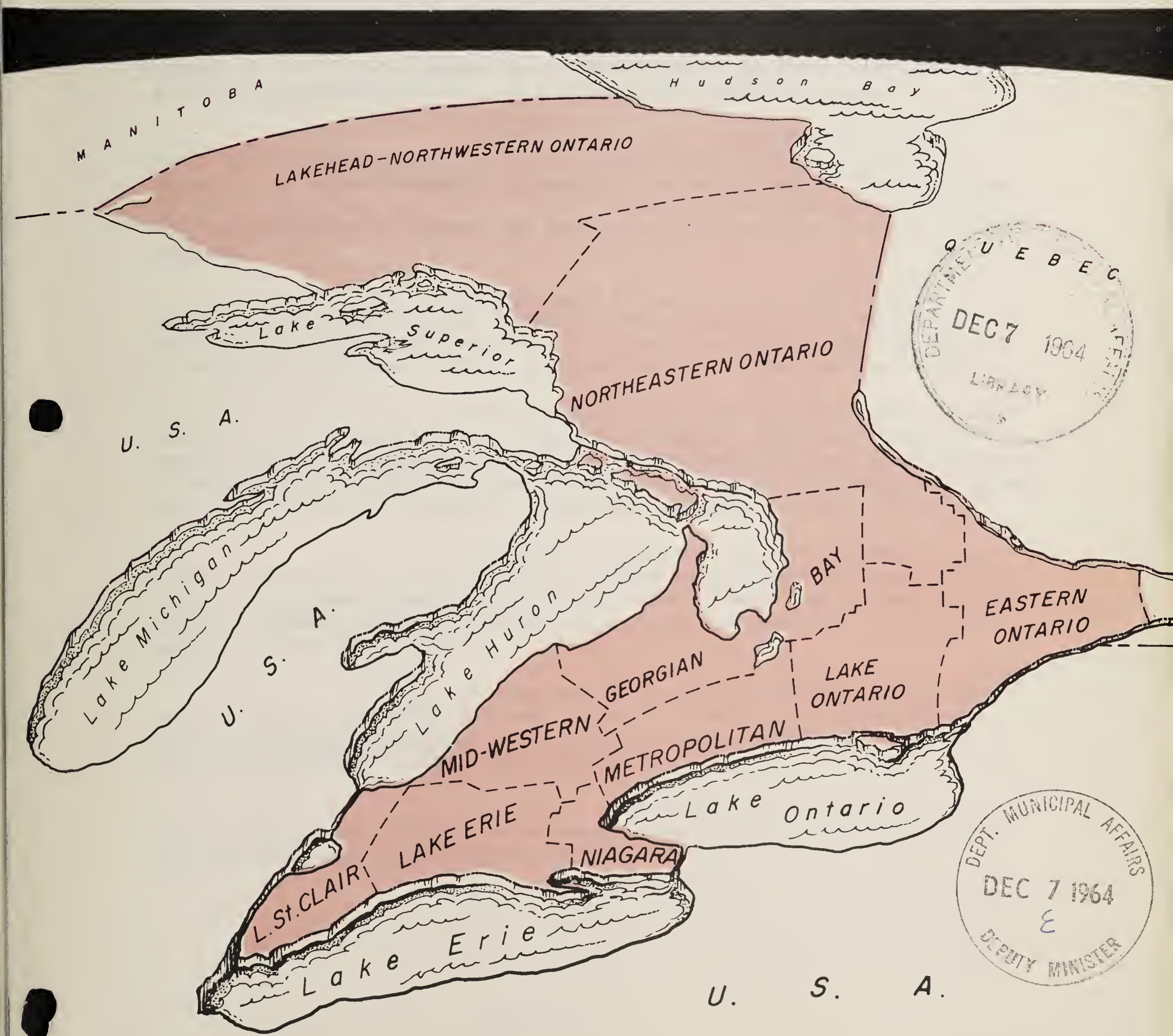
Tel: 365-4245 (area code 416)

THE CO-ORDINATOR

REGIONAL DEVELOPMENT

ONTARIO

How it works for ONTARIO MUNICIPALITIES



DEPARTMENT OF LABOUR LIBRARY DEC 7 1964
DEPT. MUNICIPAL AFFAIRS DEC 7 1964 DEPUTY MINISTER

Published By The REGIONAL DEVELOPMENT DIVISION,
DEPARTMENT OF ECONOMICS AND DEVELOPMENT, PROVINCE OF ONTARIO

The CO-ORDINATOR

Vol. 2: #9
October, 1964.

Readers of "The CO-ORDINATOR" will have received, or will be receiving shortly, invitations and the initial agenda of your Ontario International Conference on Regional Development, slated for February 15-16-17, at the Royal York Hotel, Toronto.

Leonard O. Gertler and Regional Development staff have already appeared personally before most Regional Boards of Directors to solicit comments, suggestions and criticisms of the programme so that it might be modified to truly reflect the interests and desires of the municipalities of Ontario and the Regional Associations acting in their regions.

The declared purpose of the conference to quote the Honourable Stanley J. Randall, "is to explore the regional problems and development programmes of Ontario in light of the experience of regional development efforts in other parts of Canada and the world".

"The economic regions of Ontario embrace a wide range of economic conditions - from highly complex and fast-moving core regions close to the North American hub of transportation and communication, to remote regions with unattained economic potentials. In this sense, Ontario represents the world's economic development problems in microcosm".

Holding the conference reflects directly the Ontario Government's philosophy of assisting the citizens and municipalities to lead themselves towards not only the maximum standard of living, but the maximum standard of environment for which they have potential. More information will be forthcoming.

Perhaps one of the most important single aspects of the conference will be the publication of a two-hundred page resource book, containing twenty-four of the most important recent statements on regional development made in the Free World.

It is felt that no one truly dedicated to the advancement of his business, organization, his municipality or his Province, can afford to miss this three-day session.

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REGIONALISM:

Formation of a Regional Development Corporation has taken place in Manitoba's Pembina Valley.

The Pembina Valley Development Corporation, dedicated to industrializing the Pembina triangle in southern Manitoba, was organized under new provincial legislation which enables the government to assist regional development groups financially. The Honourable Gurney Evans, Minister, Department of Industry, attended the opening ceremony. Mr. Evans said "the government has a clear policy of encouraging decentralization of industry in Manitoba. This policy had received support from Winnipeg businessmen because they knew the result would be a stronger province". Mr. Evans continued, "I pay tribute to the six Pembina area municipalities for their open-minded approach to industrial development. Instead of inter-municipal jealousy, we have an example of six communities pulling together".

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Martin Sinclair, senior research planner, Special Studies Section of the Community Planning Branch, Department of Municipal Affairs, 801 Bay Street, Toronto 2, expresses an interest in receiving invitations to any and all regional development association functions. He would welcome any publications or research reports put out by the associations. This branch is currently expressing an interest in regional activities.

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Tourist promotion and development items. Reports on the preservation of the outdoors resource on which the tourist industry is built.

TOURISM:

A conference was held at Smiths Falls on October 23, to discuss the possible co-ordination of tourist promotion in Eastern Ontario under the Eastern Ontario Development Association.

Delegates from each of the five travel councils - representing Upper Ottawa Valley, Madawaska Valley, Lower Ottawa Valley, Seaway Valley and 1,000 Islands-Rideau, together with officials from EODA discussed possible duplication of effort between tourist bodies and the development association at length. Honourable J. A. C. Auld, Minister, Ontario Department of Tourism & Information attended.

A further meeting is scheduled in Ottawa, when a committee will discuss the working mechanics of the programme.

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RURAL DEVELOPMENT:

We are informed by H. F. Crown, Director, Agricultural Rehabilitation and Development Administration, that the following projects have been approved by the Government of Ontario.

1. Establishment of community pasture in Manitoulin - 5,000 acres.
2. Establishment of community pasture in Bruce County - 3,400 acres.
3. Establishment of community pasture at Leeds County - 1,500 acres.
4. Expansion of the Napanee River Valley Conservation Authority Forest to restore sub-marginal agricultural land for forestry purposes.
5. Phase No. 1 of the water conservation scheme of the Moira River Water Conservation Authority in the construction of a dam to control the outlet of Moira Lake.
6. Expansion of the Simcoe County Forest to restore sub-marginal agricultural land for forestry and wildlife management and water conservation purposes.

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NEWS BY REGIONS:

EODA - Eastern Ontario Development Association
Approximately 150 delegates attended EODA's Fall Conference held on November 4 & 5 at Brockville. Speakers included officials from industry, together with federal and provincial governments.

NRDA - Niagara Regional Development Association
A joint meeting of the Community Planning Association of Canada and NRDA will be held December 3 at the Barclay Hotel, Welland. Panelists will be Conroy Dowson, Director of Planning, Niagara Falls & Suburban Planning Board, Mayor Michael Perenack, City of Welland and representatives of the Community Planning Branch, Ontario Department of Municipal Affairs. The chairman of zone 3 took this opportunity to combine this meeting with the annual Xmas dinner meeting of the Zone.

LODA - Lake Ontario Development Association
Finance Minister, Walter Gordon, was guest speaker at the sixth annual Industrial-Municipal Relations Conference, sponsored by LODA at the Empress Hotel, Peterborough on October 28. Approximately 180 delegates attended this meeting. Panels made up of municipal and industrial leaders discussed the conference theme "American Investment in your Community".

NEWS BY REGIONS: (Continued)

SCRDA - St. Clair Regional Development Association
T. W. Kierans of Sudbury was guest speaker at three zone meetings held recently. Mr. Kierans talked on the "Great Replenishment and Northern Development Canal".

The board of directors of SCRDA are pleased to advise that the regional study on the brick and tile industry has now been completed. Copies of the report, entitled "The Feasibility of Expanding the Brick and Tile Industry in the Lake St. Clair Economic Region", will be circulated by the association to firms and municipalities in the region.

MWODA - Mid-Western Ontario Development Association
Murray A. Green, president MWODA, has announced that William G. Urquhart has been appointed to the position of general manager. Mr. Urquhart was former assistant to the general manager of the Eastern Ontario Development Association.

The zone chairmen are completing their 1964/65 programme. This will include phases of regional development appropriate to their zone environment.

LERDA - Lake Erie Regional Development Association
The board of directors are pleased to announce the appointment of Douglas A. Fisher as general manager. Mr. Fisher is a graduate of the Canadian Institute for Chamber of Commerce Management, was former national president of the Junior Chamber of Commerce of Canada. He is first vice-president of the Ontario Chamber of Commerce and for the past three years, until his present appointment with LERDA, was general manager of the Oshawa Chamber of Commerce.

NWODA - Northwestern Ontario Development Association
The general manager discussed with the Ontario director of ARDA the possibility of federal-provincial help in the establishment of a modern abattoir as the key to expanding the beef-raising industry in the area.

NWODA provided an article and data and was a major advertiser in a special supplement on the Northwest, published by the Financial Post. Copies of the supplement were mailed to federal and provincial trade, commerce and industrial representatives throughout the world.

NEODA - Northeastern Ontario Development Association
The general manager was one of the speakers at a conference held recently in North Bay by the Great Lakes Water Commission. Approximately 175 delegates attended. Albert Meserow, chairman, of the Commission talked on the problems of the low water levels in the Great Lakes. A summary of T. W. Kierans' plan on the "Great Replenishment and Northern Development Canal", was discussed.

GBDA - Georgian Bay Development Association
This association is working closely with the Provincial and Federal Departments of Agriculture on development of the seed potato industry in the region. The general manager feels that establishment of foundation potato stock in Ontario could mean an annual income of three million dollars to growers.

Items on projects, techniques, reports, research and advice on economic development and industrial promotion.

ECONOMIC DEVELOPMENT:

In September's edition of "The CO-ORDINATOR", definition of an industrial park used by the magazine "Industrial Development and Manufacturers Record" was cited. The restrictions of a Class 1 industrial park were mentioned and several enquiries have been made as to what these restrictions might be: They are defined in the March edition of the magazine as follows:

1. Park is zoned for industry

   a) Heavy industry
   b) Light manufacturing
   c) Wholesaling and truck terminals
   d) Research and development

   Zoning authority is:

   e) Local municipality
   f) County
   g) Other political subdivision

2. Nuisances are controlled by:

   a) Zoning
   b) If so, is zoning by performance standards
   c) Deed covenants

3. Building must be set back with landscaped front
4. Design and/or construction of building is controlled
5. Outdoor storage must be screened from view
6. Signs are controlled as to size, type and number
7. Off-street parking and loading is required
8. Residential construction is prohibited within the industrial park area
9. Land use control - establishes the percentage of lot area which may be covered by the building

September's item noted two-thirds of U.S. industrial parks are privately owned and 31% of the parks have all the above restrictions.

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Regional information and education, development of the regional concept, selling the region.

PROMOTION:

A promotion for Puerto Rico recently appeared as a two-page spread in an internationally circulated national U.S. magazine and provides an insight into smart promotion of many towns, cities and villages on a regional basis. The promotion puts the established industries of the entire island to use as a sales force. On the two pages are listed all of the island's major manufacturers and a banner over the list asks "Are your customers your competitors or your associates here?" Marked with a star are firms with a 1964 top growth designation. A figure for total new investment and expansion in the island economy in the prior year and total for new plants also is headlined. The net effect is one of an overall regional promotion that nevertheless reflects attention to individual components. A clipped coupon gave contact information.

PARKS AND CONSERVATION: News, activities, techniques, reports on regional outdoor recreational space.

It is reported that Canada has 32.3 million acres of parkland, but officials are worrying about a trend which could mean that future generations of Canadians will be facing a full scale parks crisis, according to Clive Baxter of the Financial Post.

The loss of public water front is considered one of the main problems. Industry and private country homes are rapidly cutting off access to the water fronts near all populated centres, this will eventually exclude the general public from lakes and oceans, officials say.

Planners advise that more parks are needed within practical range of our big cities, but the land has to be purchased now as it will be a much more expensive proposition in the future. They feel also that because of the foreseeable shorter working week, together with the population explosion, recreational facilities will be in greater demand as part of the physical and mental well-being of the citizens of Canada.

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RESEARCH: Reports and statements on regional research activities, projects and objectives.

A programme which will permit the staffs of the Regional Development Association to provide an immediate instructive economic comparison of their individual counties and districts within their region, among themselves, has been launched by the Economics Branch of the Department of Economics and Development.

Called "Selected Economic Measurements for Ontario Counties and Districts", the statistical material lists by county, nineteen economic indicators including such items as: homes in need of major repairs; urban population as percentage of total population; per capita disposal personal income; wage earners making less than $1,000 a year; the ten year trend in retail sales.

At the request of the Regional Division, averages and ranks in each category have been produced for each region in the Province. A sample of how the regional development staff can interpret the material for press release, board and public attention is being mailed out. The regional division will also be pleased to assist regional staff in learning the simple technique involved.

PLANNING: News of planning activity as undertaken by the regions and Ontario Government Agencies.

"This is the first time that a joint Regional Development Association - Community Planning Association of Canada meeting has been held and I believe it to be extremely significant", Ronald Forrest, Director of Planning, Township of York, told 110 delegates at the Niagara Regional Development Association Seminar on Regional Planning, at Grimsby on October 28.

The title of the address was "Sound Planning Leads to a Sound Economy". Mr. Forrest saw the Seminar as a recognition by the two organizations of their common aims and interests in the inter-relation of their functions. "Lack of planning action is out. Planning, particularly at the regional level is in. I am sure that this first joint meeting and discussion will be the forerunner of many similar meetings which will be held throughout the Province in the future", Mr. Forrest said.

He commended the Board of NRDA for being the first Regional Development Association to act and expressed his satisfaction at seeing representatives of the Regional Development Division of the Department of Economics and Development and of the Community Planning Branch of the Department of Municipal Affairs, officially present at the formal meeting.

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MUNICIPALITIES: Reports, activities and projects of interest to groups of municipalities.

"Continuing the trend to creating regional transit networks, we find just created the Southern California Rapid Transit District, designed to plan and develop a rapid transit and bus system for the vast Los Angeles region", says DOWNTOWN IDEA EXCHANGE, a national publication, issued twice monthly from 125 East 23rd Street, New York, N.Y. 10010. The publication notes it has already described regional networks planned in Miami, Dade County, Florida, San Francisco and Stockton, California, and Boston, Mass. Elsewhere the publication says downtown organizations are learning that they need a "parking system" NOT just a few lots. It also says that downtown businessmen who expect stabilization in number of shopping plazas may be wrong. It says latest trends reveal: (1) a trend toward three-department store plazas. (2) A push for more office buildings in plazas. (3) Larger average size of suburban branch stores.

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PROJECTS: Reports of current and impending projects undertaken, planned or suggested in regional economic development.

The St. Clair Regional Development Association has been requested by the Indian-Eskimo Association of Canada to undertake economic surveys of the Indian Reservations in this region.

This resolution was approved following a three day workshop held on October 22-23-24 at which Indian delegates from ten regional reservations conferred.

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THE ASSOCIATION:

Interest of administrative and news interest in regional development.

The staff of the Lake Ontario Development Association have found that their "black book" has proved most helpful in presenting the Lake Ontario Development Association programme to municipal councils and officials. "This book contains up-to-date statistical data, enabling us to make a good on-the-spot presentation", said general manager D. W. Kingdon.

The kit is made up of reference material dealing with tourism, the Trent Canal System, LODA's programme of work, industrial statistics and recent copies of association literature, including the "Outdoorsman" and membership application forms.

Photographs also play an important part of this presentation. A pictorial record of LODA's booth at the various U.S. Sportmen's Shows can be referred to. Also, pictures taken at LODA conferences of distinguished guests and delegates, are filed between celluloid inserts.

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BIBLIOGRAPHY:

A list of current publications and articles dealing with regional economic development.

"The Northeastern New Jersey Regional Urban Renewal Survey".
- A 78 page report published by the New Jersey Department of Conservation and Economic Development.

Available from: New Jersey Division of State and Regional Planning,
P.O. Box 1978,
Trenton, New Jersey 08625.

* * * * * *

"Halifax Region Housing Survey, 1963".
- Housing study for 700 mile region, based on factors of overcrowding, blighting, etc.

Available from: H. S. Coblentz,
A. I. P., Director,
P.O. Box 820, Armdale,
Nova Scotia.

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THE DEPARTMENT HAS MOVED - OUR NEW ADDRESS IS AS FOLLOWS:

The Editor, "The CO-ORDINATOR",
Regional Development Division,
Department of Economics and Development,
950 Yonge Street,
Toronto 5, Ontario.
Telephone 365-5451 (area code 416)

THE CO-ORDINATOR

ONTARIO

REGIONAL DEVELOPMENT

JAN 18 1955

How it works for ONTARIO MUNICIPALITIES

Published By The REGIONAL DEVELOPMENT DIVISION,
DEPARTMENT OF ECONOMICS AND DEVELOPMENT, PROVINCE OF ONTARIO

The CO-ORDINATOR

Vol. 2 #10
December, 1964.

With just one month to February 15 opening date of the Ontario Conference on Regional Development and Economic Change, it has been disclosed that ten per cent of the expected conference registration of 800 has been received in cash, this is regarded as a good sign that the conference idea has been generally accepted. It was pointed out, however, that those planning to attend should consider early application so that they will be certain of the availability of tickets.

The latest conference listing participants who have confirmed their intention to attend includes such major figures in regional development, or similar comprehensive economic development programmes as:

Paul G. Hoffman	- Managing Director, United Nations Special Fund.
R.R.D. McIntosh	- U.K. Under-Secretary of State for Regional Development.
Edgar May	- Director Public Affairs, U.S. War on Poverty, The White House, Washington.
Guy Coulombe	- Director, Eastern Quebec Regional Development Office.
H.A. Jerry Jr.	- Director, New York State Office for Regional Development.
S. Herweijer	- Director, Netherlands Government Services for Land and Water Use.
Dennis Kirby	- General Manager, East Kilbride Development Corporation, Scotland.

As you will know from the early provisional agenda mailed with applications, other persons of accepted renown in regional development such as: Victor Roterus, U.S. Area Redevelopment Administration, Jean Gottman of the University of Paris and other of equivalent fame from abroad and our own country are to be participants.

A new participant who is to act as one of the three conference evaluators is, we are happy to announce, the Secretary General of the Canadian Council of Resource Ministers, Christian de Laet of Montreal.

Early registration and continuing support by the associations of efforts to secure "grass roots" attendance have been pointed out to be of major importance.

"This is a public conference. Any person may register and attend and be totally eligible for conference documents, reports and sessions", Gordon Mallion, Ontario Regional Development Council president points out.

REGIONALISM: Activities at the Provincial and Federal level at home and abroad

Commenting on news items recently appearing in the press calling for improvement in urban planning over areas larger than the single municipality; A. J. Dakin, professor and head, Division of Town and Regional Planning, University of Toronto said, "before regional planning can begin effectively a considerable period of moral-building is necessary. This period has to be spent in making regional studies, preparing advisory proposals and forming public opinion which will make the actual planning workable when the time is ripe".

"Although many specific regional studies have been made in Ontario during the last decade, very few planning studies of a regional, or even area scale have been attempted".

Dr. Dakin continued, "there are, for example, very few county planning studies either completed or contemplated. Such studies might be a next step in obtaining knowledge and involving the public in the responsibility for developing their province."

"The kind of long-headedness required in this matter has been demonstrated by the government of the State of New York. It has recently made public a development policy for the whole State, set out in a document entitled 'Change, Challenge and Response'. This policy suggests goals and priorities for the development of the State as a whole in terms of such things as future land use, communications, urbanization, recommendations, agriculture and open space", Dr. Dakin concluded.

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TOURISM: Tourist promotion and development items. Reports on the preservation of the outdoors resource on which the tourist industry is built.

The Ontario Travel Council held its annual meeting at the Westbury Hotel on December 4. Thirty people attended, including representation from the Ontario Department of Highways and Department of Tourism and Information.

The luncheon speaker was the Honourable James Auld, minister, Department of Tourism and Information. Mr. Auld assured the Council the continuing support of his department.

Approximately 47,000 tourist enquiries were recorded this past summer by the eight Information Centres operating on #401 highway. Questionnaires filled out at the centres showed that the approximate length of stay of tourists from outside the area was 5.1 days; the group average was 2.5 persons; 54 per cent were from the U.S.; 31 per cent were from Ontario; 13.8 per cent were from other parts of Canada and one per cent came from countries other than the U.S. or Canada.

Six additional centres will be opened in time for the tourist season next summer, George Coling, president of the Lake Ontario Development Association and, chairman, Ontario Travel Council, announced.

RURAL DEVELOPMENT:

The Niagara Regional Development Association has introduced a programme to help promote their region as a farm vacation area.

Announcing the launching of this programme, Delby Bucknall, president, stated the initial target of the new programme would be to place guests in each of 1,000 farms in the immediate five-county area.

This programme has earned cash for country people in the U.S. for the past few years, where the trend towards this kind of holiday has been increasing, reports J. R. Richards, general manager.

Farmers in the region will be contacted and those wishing to participate will be listed in the proposed "Niagara Region Farm Vacation Directory". When the directories are printed they will be distributed by the association in the U.S. and Canada.

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NEWS BY REGIONS:

EODA - Eastern Ontario Development Association
This region has reproduced at smaller scale the statistical data "Selected Economic Measurements for Ontario Counties and Districts". Harry Callan, general manager, advised that approximately 500 copies have been mailed to interested parties within his region. This material was recently prepared by the Economics Branch, Department of Economics and Development.

NRDA - Niagara Regional Development Association
Approximately 74 persons attended the joint meeting of NRDA and the Community Planning Association of Canada, held on December 3 at Welland. The theme was regional planning.

A proposal to establish a combined tourist information booth and licence office at the Canadian side of the Peace Bridge was put forward at a recent zone 3 meeting. J.R. Richards, general manager was authorized to contact the secretary of the Buffalo-Fort Erie Bridge Authority to arrange a meeting with area representatives in order to discuss this matter fully.

LODA - Lake Ontario Development Association
LODA in concert with the Canadian Tourist Association and the Ontario Department of Tourism and Information is preparing a series of three-phase "Hospitality Seminars", in the Lake Ontario region. The purpose of the Seminars will be to educate citizens (civic leaders, employers and employees) on how to attract tourists to their area. The first seminar is scheduled for February.

NEWS BY REGIONS: (Continued)

SCRDA - St. Clair Regional Development Association
SCRDA recently announced their first three associate members; the Union Gas Company, the Ontario Hydro (Western Region) and the Kent Trust and Savings Company Limited. Also, three new municipalities have joined the association recently.

This region is holding a one day seminar on "Industrial and Tax Incentives". The meeting will take place on February 25 at the William Pitt Hotel, Chatham.

MWODA - Mid-Western Ontario Development Association
Murray A. Greene, president, MWODA, has requested the general manager make an investigation into the economic possibility of growing processing corn in Huron County. Enquiries made by the association staff disclosed that one industry in the Toronto area is importing up to 2,000,000 bushels of corn annually from the U.S.

LERDA - Lake Erie Regional Development Association
Following months of preparation, the first Municipal Directory of the Lake Erie Region has been published. A complimentary copy will be sent to each municipality in the region. Copies will also be mailed to all industrial development agencies of the banks, railways and governments throughout the world, the general manager, Douglas Fisher, advised.

NWODA - Northwestern Ontario Development Association
This region is presently involved in up-dating its municipal and industrial manual for publication this spring. Questionnaires are currently being sent to all manufacturing and mining industries and region-wide service industries in the area. Consideration is being given to including a directory of hotels, motels and tourist resorts in the new edition.

NEODA - Northeastern Ontario Development Association
William Marsh, general manager, has recently resigned from his position with this association. Mr. Marsh, who has been with the association since its inception, intends to take up residence in Kalamazoo, Michigan.

The board of directors have announced the vacancy will be filled by George Knapton. Mr. Knapton was formerly employed by the MacLean Hunter Publishing Company and served as an elected councillor for the Town of Newmarket for the term of three years. Mr. Knapton will commence duties the beginning of February. The former manager will remain on until the end of February in order to familiarize Mr. Knapton with the northeastern region.

GBDA - Georgian Bay Development Association
Following instructions from the board of directors, the general manager, W. N. Keefe, has almost completed the survey of the marina facilities in the Georgian Bay region.

GBDA - Georgian Bay Development Association (Continued)
A chart measuring about 22" x 34" will be finished in three colours and will show all the Georgian Bay area and its approaches. The marinas will be located on the chart by number with a cross indexing number at the top of the chart page, where the existing facilities at each marina will be shown. Aproximately 15,000 copies will be printed in the first issue. Distribution will include yacht clubs in the U.S. and Canada.

ECONOMIC DEVELOPMENT:

Items on projects, techniques, reports, research and advice on economic development and industrial promotion.

"Marinas have become such a burgeoning business that the Burston Manufacturing Company, Toronto has come up with an 'instant' marina. These package-deal dock expansion kits (which, they say, provide a standard mooring facility for $85 per slipway installed in water up to 6' deep) are being offered and financed over eighteen months", says an item in the current edition of the magazine Imperial Oilways.

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PROMOTION:

Regional information and education, development of the regional concept, selling the region.

Richard Pilant, director of the Niagara Regional Development Association, also a founder of the Niagara Iroquois and Tourist Association, has suggested that regions could perform a valuable public service and at the same time serve themselves in the area of promotion by undertaking the following project. He suggests that each regional development association compile a speaker's list or speaker's directory, which could be distributed to all the service clubs in the regions. It would contain the names and addresses and telephone numbers of given authoritative speakers on particular subjects such as community planning, water resources, regional development, industrial promotion, parks and conservation, municipal government, regional government, county councils, market research and other topics. The list would also provide such information on a speaker as whether a fee or mileage, or expenses would be charged and the notice which would be required for him to speak. Kept up to date, distributed to service clubs and other institutions both representatives of institutions, agencies and government bodies and the service clubs themselves could be assisted.

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PARKS AND CONSERVATION:

News, activities, techniques, reports on regional outdoor recreational space.

An up-to-date edition of a practical guide for effective citizen action to help meet growing outdoor recreation and open space needs is now available. "Action for Outdoor Recreation for America" - illustrates with case histories what can be accomplished through vigorous citizen leadership of local and state planning and action programmes in this field.

PARKS AND CONSERVATION: (Continued)

The forty page booklet describes a wide range of new financial and legal tools now available to states and communities to acquire and develop balanced systems of park, fish and wildlife, shoreline and other kinds of outdoor areas and to enhance the quality of the total outdoor environment, urban and rural.

Single copies are available free from the Citizens Committee for the ORRRC Report, 1001 Connecticut Avenue, Washington, D.C. 20036. Non-profit groups may order quantities of ten or more at ten cents each.

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RESEARCH: Reports and statements on regional research activities, projects and objectives.

A substantial grant for research, which might be secured for a research programme in your economic region, has been set-up by the Canadian Council on Urban and Regional Research (CCURR), Suite 308, 225 Metcalfe, Ottawa 4. Tel: 613/236-7487. In addition to a substantial cash grant, eligible applicants for research projects can receive $3,500 extra for leave without pay from any full-time post. A connection must be effected between the researcher and a graduate school.

In order to assist, if a region has a particular programme of regional research studies and an eligible researcher in mind, we have secured courtesy of the CCURR, a stock of application forms. Applications must be made prior to February 28, 1965, we are advised by Andre Saumier, CCURR Research Officer.

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PLANNING: - Extract from an article in the "Yorkshire Post", January, 1964, by Raymond T. Clarke "Planning: How the Citizen Can Help".

"The development of any region demands long term planning. Such planning takes three inter-related forms: (1) Economic planning, which seeks to promote industrial growth and must take into account population trends. (2) Physical planning, which includes communications, housing, commercial developments in town and country alike. (3) Social planning, which is concerned with the welfare needs of individuals and communities, but also with recreation amenities and cultural life."

"What is important to remember is that the achievements in any branch of planning may affect much of a region's life. The aim must therefore be to produce benefits which, where necessary, can be shared ultimately by the whole of a community".

"In planning there must always be a dual approach, upon the physical surroundings and upon the people who are to live in them or to use them. This is equally true of introducing a new industry, building a housing estate, opening a child-welfare clinic or closing a railway line. Often the plans which give most pride when announced fail to produce the anticipated benefits when put into operation."

"Who, then, can help to influence planning? The local resident is better able to do so in association with others than on his own".

Special recognition to industry in eastern Ontario in the form of an Award, was one of the highlights of the Fall Conference of the Eastern Ontario Development Association.

"Industrial Awards of Merit", as shown above, were presented to industry who had made a noteworthy contribution to the economic growth of the community and eastern Ontario in general.

Seventeen awards were presented at the dinner meeting on November 4 and the official representative of the industry selected was the special guest of EODA.

Industrial Commissions or Committees were requested by EODA to choose an industry from their respective municipalities whom they thought warranted this Award.

MUNICIPALITIES: Reports, activities and projects of interest to groups of municipalities

Federal planners for the 1967 Centennial of Confederation will meet with provincial and municipal leaders during the next four months in an endeavour to spur on local preparations.

John Fisher, head of the Centennial Commission will lead the main group which plans to visit each of the ten provincial capitals before the end of February. Included in this group will be representatives of the Commission's three main branches - historical, cultural and ceremonial.

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PROJECTS: Reports of current and impending projects undertaken, planned or suggested in regional economic development.

Preparation of a regionally-developed map and list of all planning areas, boards and jurisdictions and a listing of their activities, has been suggested by a regional spokesman.

He suggested a list and map of all areas with a revised building code and its date, whether it is based on the national building code, subdivision control, zoning or official plan. A single questionnaire and follow-up, it was felt, would produce the required information. Industrially zoned land might be set out on a separate map, along with municipal or development corporation properties. The Society of Industrial Realtors have indicated an interest in assisting with this.

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BIBLIOGRAPHY: A list of current publications and articles dealing with regional economic development.

AREA REDEVELOPMENT BULLETIN -
Bimonthly periodical describing community experiences and redevelopment techniques.
75¢ U.S. Department Commerce, Washington 25, D.C.

METROPOLITAN AREA PROBLEMS -
A review of Canadian, U.S. regional co-ordination activities
Published six times yearly
Graduate School of Public Affairs,
State University of New York,
5 Inglewood Place, Albany 1, N.Y.

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For further information please contact:
The Editor, "The CO-ORDINATOR"
Regional Development Division,
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THE CO-ORDINATOR

REGIONAL DEVELOPMENT

ONTARIO

How it works for ONTARIO MUNICIPALITIES

Published By The REGIONAL DEVELOPMENT DIVISION,
DEPARTMENT OF ECONOMICS AND DEVELOPMENT, PROVINCE OF ONTARIO

The CO-ORDINATOR
Vol. 3: #1
January, 1965.

A F I N A L R E M I N D E R.....

FEBRUARY 15-16-17, THE CONFERENCE ON REGIONAL DEVELOPMENT AND ECONOMIC CHANGE, at the Royal York Hotel, Toronto.

Registrations are coming in daily from every sector of the Ontario economic community, as well as other provinces and countries. Business, municipal, industrial, commercial, public utilities, railways, government agencies and trade associations will have representation.

For your convenience, an application form is reproduced on page nine of this issue. Prompt registration will avoid disappointment. Accommodation and facilities are limited.

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Activities at the Provincial and Federal level at home and abroad.

REGIONALISM:

The Conference on Regional Development and Economic Change has been called by the Honourable Stanley J. Randall, Minister of Economics and Development of the Province of Ontario. Its declared purpose is to explore the regional problems and development programs of Ontario, in light of the experience of regional development efforts in other parts of Canada and the world.

The economic regions of Ontario embrace a wide-range of economic conditions - from highly complex and fast-moving core regions close to the North American hub of transportation and communication, to remote regions with unattained economic potentials. In this sense, Ontario represents the world's economic development problems in microcosm.

Ontario is in the throes of rapid change. Since the formation of the first development association (the Eastern Ontario Development Association in 1954) the population of Ontario has increased 15 percent, and has shifted sharply towards a few metropolitan areas which contain about 53 percent of the population of the Province, compared to 42 percent ten years ago.

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Tourist promotion and development items. Reports on the preservation of the outdoors resource on which the tourist industry is built.

TOURISM:

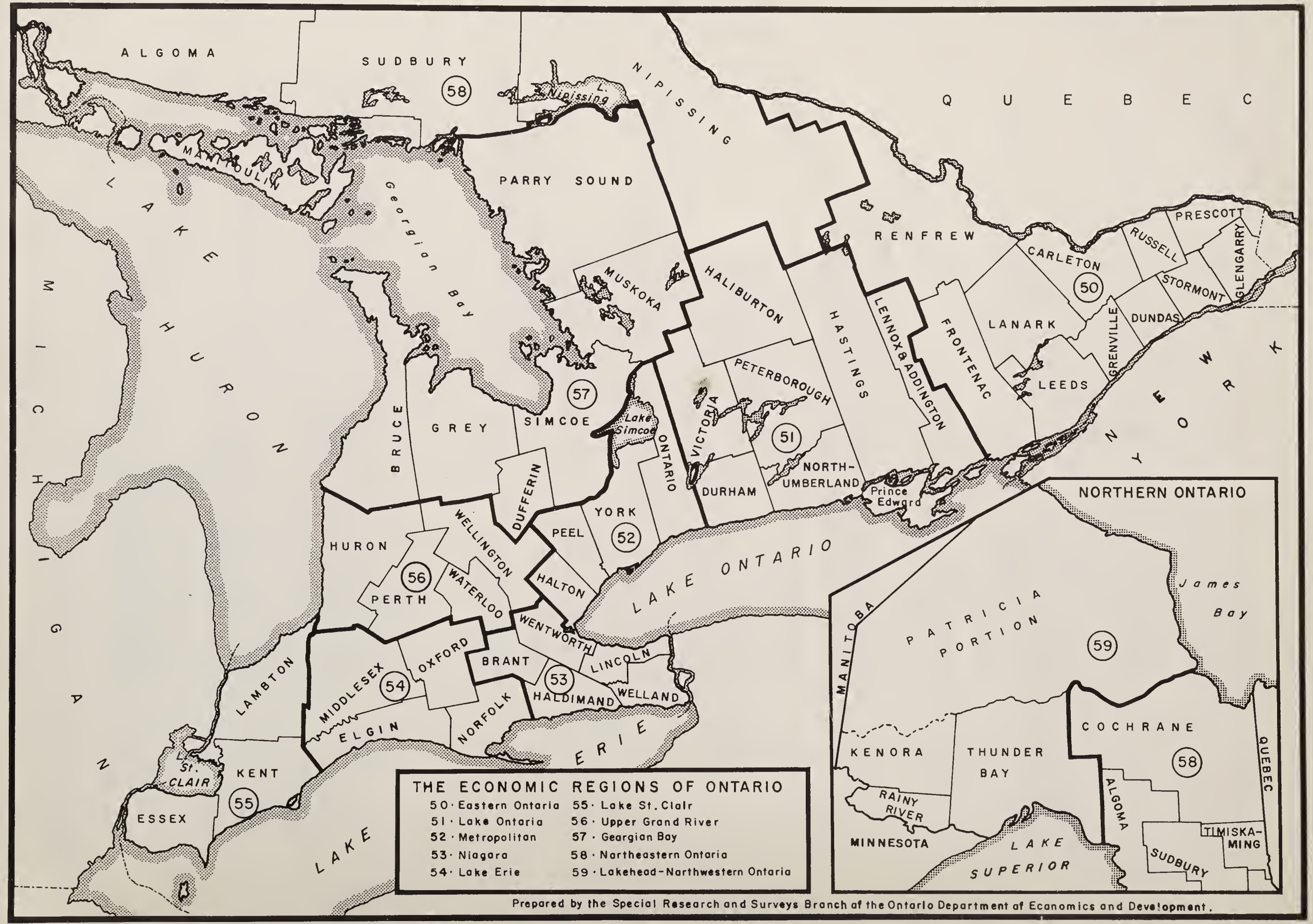
The indicators for increased and successful tourist industry expansion are available for all to see. The factors that put this conclusion so easily within our reach are not just statistical.

We need only consider the population explosion, shorter working hours, increased vacations, improved transportation and modern modes of travel. It is no longer a major undertaking to take the family on vacation, all accommodation, transportation and a complete recreational plan can be had by one simple telephone call.

This situation can only continue as an economical and social benefit if our society is constantly on the alert to fast pyramiding tourist needs, creating an overall planning organization and by encouraging the acquisition of sufficient open space and recreation areas for future growth needs.

Promotion is no longer enough. Urging more and more people into less and less space is self-defeating.

The Conference on Regional Development and Economic Change will cover many of the basic or fundamental principles on which a sound outdoors recreational space reserve and recreational industry can be based. The afternoon session on Monday, February 15, "Regional Development in North America" will provide some excellent material.



Prepared by the Special Research and Surveys Branch of the Ontario Department of Economics and Development.

RURAL DEVELOPMENT:

A great deal of attention will be focused on rural development during the conference. Individuals with a broad knowledge of the problems confronting international rural areas will be in attendance and are participating in these vitally important discussions. The experts in this field will include: H. F. Crown, director, Agricultural Rehabilitation and Development Agency, Ontario; S. Herweijer, director, Government Services for Land and Water Use, Netherlands; Michel Belanger, assistant deputy minister, Department of Natural Resources, Quebec; Christian de Laet, secretary general, Canadian Council of Resource Ministers.

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NEWS BY REGIONS:

EODA - Eastern Ontario Development Association,
864 Lady Ellen Place, Ottawa 3, Ontario.
Established in 1954. Serving the municipalities within the Counties of Renfrew, Frontenac, Lanark, Leeds, Carleton, Grenville, Russell, Dundas, Prescott, Stormont and Glengarry.

President. R. F. Mucklestone, Brockville.
Vice Presidents: R. V. McCarten, Carleton Place; Aurel Clement, Cornwall; Nelson Charlebois, Navan; E. L. Bushnell, Ottawa.

NRDA - Niagara Regional Development Association,
Box 69, Grimsby, Ontario.
Established in 1957. Serving the municipalities within the Counties of Wentworth, Brant, Haldimand, Welland and Lincoln.

President: D. J. Bucknall, Campden.
Vice Presidents: J. J. Pitt, Burlington; Earl Beam, Stevensville; A. G. Skinner, Cayuga.

LODA - Lake Ontario Development Association,
Clapper Building, 263½ George St., Peterborough, Ontario.
Established in 1956. Serving the municipalities within the Counties of Durham, Victoria, Haliburton, Peterborough, Northumberland, Hastings and Lennox and Addington.

Presidents: George Coling, Brighton; Edward Curtin, Peterborough; D. R. Maybee, Campbellford.

NEWS BY REGIONS:-(Continued)

SCRDA - St. Clair Regional Development Association
382 Wellington St. W., Chatham, Ontario.
Established in 1963. Serving the municipalities within the Counties of Lambton, Kent and Essex.

President: Reed Menzies, Bothwell.
Vice Presidents: Stanley Campbell, Point Edward; J. E. Reynolds, Leamington.

MWODA - Mid-Western Ontario Development Association,
258 Ontario Street, Stratford, Ontario.
Established in 1957. Serving the municipalities within the Counties of Perth, Huron, Wellington and Waterloo.

President: Murray A. Greene, Exeter.
Vice Presidents: W. C. Gerth, Milverton; J. D. Chaplin, Galt.

LERDA - Lake Erie Regional Development Association,
91 John Street S., Aylmer, Ontario.
Established in 1963. Serving the municipalities within the Counties of Elgin, Middlesex, Oxford and Norfolk.

President: Edwin Ross, Simcoe.

NWODA - Northwestern Ontario Development Association,
Room 208, News Chronicle Building, Port Arthur, Ontario
Established in 1955. Serving the municipalities within the District of Thunder Bay, District of Rainy River, District of Kenora and Patricia.

President: W. H. Spicer, Fort William.
Vice Presidents: W. Luke Francis, Keewatin; S. G. Hancock, Atikokan.

NEODA - Northeastern Ontario Development Association,
447 Main Street E., North Bay, Ontario.
Established in 1956. Serving the municipalities within the District of Algoma, District of Cochrane, District of Sudbury, District of Timiskaming and District of Nipissing.

President: H. L. Trites, Bruce Mines.
Vice Presidents: F. M. Sagle, Little Current; Leo Del Villano, Timmins.

GBDA - Georgian Bay Development Association,
P.O. Box 190, Midland, Ontario.
Established in 1955. Serving the municipalities within the Counties of Bruce, Grey, Dufferin, Simcoe, District of Muskoka and District of Parry Sound.

President: Russell E. Quick, Trout Creek.
Vice Presidents: Arthur Davey, Port Elgin; Gordon Pyatt, Thornbury.

NEWS BY REGIONS:- (Continued)

COER - Central Ontario Economic Region
Serving the municipalities within the Counties of Ontario, York, Peel and Halton.

This region is not yet established - several municipalities have requested presentation of the program and approximately six foundation meetings have been held and further meetings are scheduled for 1965.

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ECONOMIC DEVELOPMENT: Items on projects, techniques, reports, research and advice on economic development and industrial promotion.

Perhaps one of the most controversial discussions have been centred on decentralization or centralization. The following conference participants will talk on topics related to this subject: Dennis Kirby, M.V.O.,M.B.E., general manager, East Kilbride Development Corporation, Scotland; Victor Roterus, economic advisor, U.S. Area Redevelopment Administration, Washington; W. J. Lavigne, commissioner, Area Development Agency, Ottawa; Dr. Baldur H. Kristjanson, executive director, Manitoba Economic Consultative Board; Roland Parenteau, director general, Quebec Economic Council; W. P. Gregory, Q.C., president and managing director, British Mortgage and Trust Company, Stratford.

The following chairmen of three of the nation's provincial Economic Councils will be on hand; W. H. Cranston, Ontario Economic Council; Roland Parenteau, Quebec Economic Council, Dr. Baldur H. Kristjanson, Manitoba Economic Consultative Board.

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PROMOTION: Regional information and education, development of the regional concept, selling the region.

Future promotion of regional development activities will have, as the result of the conference, four important aids. These are: the Conference Resource Book on Regional Development, the Conference Transactions and the Conference Handbook on Regional Development.

Attendance at the conference will provide regional development personnel with a complete grasp of their use. However, a major instrument will emerge from the conference in the form of two half-hour long 16 mm motion pictures on regional development in Ontario.

These are being produced by the Metropolitan Educational Television Association (META).

RESEARCH: Reports and statements on regional research activities, projects and objectives.

Research is the basic part of all development programs and to produce an inventory of all regional resources it requires skilled and trained personnel to conduct the required surveys and studies. The following experts in this field are participating in the conference and will be available for discussion. Peter Dobush, chairman, Canadian Council on Urban and Regional Research; Dr. Eric Beecroft, director, Ottawa Bureau, Canadian Federation of Mayors and Municipalities; Dr. E. L. Baum, Leader Appalachian and North Eastern Area Development Investigations, U. S. Department of Agriculture; Guy Coulombe, director, Eastern Quebec Development Bureau.

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PLANNING: News of planning activity as undertaken by the regions and Ontario government agencies.

The following noted planning figures will be participants and will be available to the delegates for informal discussions in matters relating to planning. Per Holm, Sweden; Mrs. Richard Harding Scrivener, Community Planning Association of Canada; James Wilson, Regional Development Co-ordinator, British Columbia Hydro and Power Authority; Professor A. J. Dakin, Head of Regional Planning, University of Toronto; Eli Comay, Commissioner of Planning and Secretary-Treasurer, Metropolitan Toronto Planning Board; Guy Coulombe, Chief Planner for Eastern Quebec Development Board; D. F. Taylor, director, Community Planning Branch, Ontario Department of Municipal Affairs.

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MUNICIPALITIES: Reports, activities and projects of interest to groups of municipalities.

All municipalities will be interested in discussing the session "Is Regional Government Necessary?" Dr. Stewart Fyfe, well known to municipal people of Ontario from his work in the Department of Political Studies, Queen's University; Dr. Meyer Brownstone, Professor of Public Administration, University of Toronto, past deputy minister, Municipal Affairs, Province of Saskatchewan, will be among participants, as well as Dr. Eric Beecroft of the Canadian Federation of Mayors and Municipalities.

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THE ASSOCIATIONS: Items of administrative and news interest in regional development.

Other jurisdictions in the U.S., Canada and abroad have followed or reflect Ontario's pattern of using citizens' councils or regional boards of directors. These include the U.K., New York State Office for Regional Development and the regional development program in the Department of Industry and Commerce Manitoba and Quebec.

Delegates attending the conference will have a first hand opportunity of hearing the programs of other areas described and to meet with their directors, they are: H. A. Jerry Jr., director, New York State Office for Regional Development, who will speak at 2:30 pm. Monday, February 15. Then there will be J. Y. Papineau, director, Regional Development Service, Quebec; R. B. Truemner, director, Regional Development Branch, Manitoba, who are discussants on the conference session, Tuesday afternoon, February 16, entitled "Shaping the Regional Development Program". Both Mr. McIntosh, dinner speaker on Tuesday evening and Dennis Kirby, giving the U.K. Study on regional development Tuesday morning, can outline the British experience.

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BIBLIOGRAPHY: A list of current publications and articles dealing with regional economic development.

CONFERENCE RESOURCE BOOK ON REGIONAL DEVELOPMENT.

CONFERENCE TRANSACTIONS.

CONFERENCE HANDBOOK ON REGIONAL DEVELOPMENT.

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THE
CONFERENCE ON
REGIONAL
DEVELOPMENT
AND
ECONOMIC CHANGE

APPLICATION

CONFERENCE ON REGIONAL DEVELOPMENT AND ECONOMIC CHANGE

February 15 - 17, 1965, Royal York Hotel, Toronto, Canada

Name . . . . . .

Position . . . . . .

Affiliation . . . . . .

Office Address . . . . . .

Country . . . . . Telephone Number . . . . . .

Enclosed please find my cheque or money order (payable to: Department of Economics and Development) for **$20.00.**

. . . . . .
Signature of Delegate

Receipt will be confirmed by mail. The fee includes full participation in the program (exclusive of accommodation). Delegates are requested to check in at the Registration desk for Conference tickets, etc. For further information or additional application forms, please write:

Department of Economics and Development
February Conference
Box 280,
Queen's Park,
Toronto, Canada.

P.S. Be sure to reserve your hotel accommodation early.

THE CO-ORDINATOR

ONTARIO

REGIONAL DEVELOPMENT

MAR 23 1965

How it works for ONTARIO MUNICIPALITIES

Published By The REGIONAL DEVELOPMENT DIVISION,
DEPARTMENT OF ECONOMICS AND DEVELOPMENT, PROVINCE OF ONTARIO

The CO-ORDINATOR

Vol. 3: #2
February, 1965.

"I feel that the Conference on Regional Development and Economic Change was the best planned and most successful meeting of this type that I have ever experienced. I say this without qualification. I have never participated in such a meeting where the interest remained so high throughout the course of the conference. I feel that I have been greatly honoured by having the opportunity to participate in such a historical conference."

This statement was made in a letter directed to the Regional Development Division by Dr. E. L. Baum, of the Economic Research Service, United States Department of Agriculture. Dr. Baum it will be recalled was speaker on the conference session "Shaping the Regional Development Program". He is former Chief Economist for the Tennessee Valley Authority and is at present leading regional development studies for President Johnson's Appalachian program.

Other outside observers have been good enough to express praise of the Ontario Conference on Regional Development held specifically with, and for, members of the Province's Regional Development Associations and their staffs. The target attendance was exceeded by 30% with more than 1,100 persons registering.

Response to the conference in the weeks that have intervened since its conclusion has been continued and strong from many unexpected quarters. Requests for copies of the papers, speeches, conference reporters' reports and the summing-up papers continue to come in. A reprinting of the 200-page preconference Resource Book and Ontario Studies Bibliography is planned. A bound edition of the Conference Transactions is in production. Two half-hour 16 mm motion pictures on regional development and the conference are in production.

REGIONALISM:

Very shortly an industrialist looking for a plant location in Ontario will be able to have at his finger tips complete factual information covering each of the nine organized regions.

The St. Clair Regional Development Association announced at the February 25 Industrial Tax Incentives Seminar, the publication of the first municipal industrial manual for the St. Clair Region.

Only recently Lake Erie Regional Development Association published its first industrial manual.

Discussions have been held at the board of directors meetings concerning the publication of a Niagara region municipal industrial manual. When this manual is published it will give complete locational statistics for any potential industry in all of nine economic regions of Ontario.

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On January 14, at a regional development meeting organized by the Greater Buffalo Chamber of Commerce, attended by 700 chamber and government officials from Western New York, Governor Nelson A. Rockfeller outlined the New York State program for regional development. "This is the first state in the union to undertake a comprehensive state wide plan for growth and development to be prepared on a regional basis", Governor Rockefeller said in urging citizen support of his program. "our aims are to achieve orderly and efficient growth and development, economic progress, rising standards of living, preservation of our most precious natural resources - water and air - and richness of human experience for all our people within a framework of individual dignity and responsibility", he declared.

Delegates from Ontario included Hollis Beckett Q. C. and Member of the Legislature and Chairman of the Select Committee on the Municipal and Other Acts, Mrs. Margaret Scrivener, Ontario Chairman, Community Planning Association of Canada; staff members of the Regional Development Division; His Worship V. C. Copps, Mayor City of Hamilton; His Worship Allan Pietz, Mayor City of Welland; Delby Bucknall, president, Niagara Regional Development Association and J. A. Richards, general manager, Niagara Regional Development Association.

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Tourist promotion and development items. Reports on the preservation of the outdoors resource on which the tourist industry is built.

TOURISM:

The board of directors of the Lake Ontario Development Association announced recently that LODA staff will attend three Sportsmen's Shows this year, to promote the region and its seven holiday areas. The Sportsmen's Shows are being held in Harrisburg Pennsylvania; Buffalo, New York and Cleveland Ohio.

The association expects to receive over five-thousand enquiries seeking accommodation and information on the region.

RURAL DEVELOPMENT:

The Rural Areas Development (RAD) newsletter, U.S. Department of Agriculture, reports in the November 1964 issue of a $1.5 million recreation complex in Putnam County, Missouri.

"The recreation area will be centered around a 1,500 acre lake to be created by a huge earthen dam. Private business interests plan to spend more than $600,000 developing some 52 recreational and business establishments on the lakeshore. These will include motels, restaurants, service stations, souvenir shops and drive-ins, all built to strict zoning specifications".

"A full range of recreational activity will be available, including swimming, fishing, water skiing, hunting, picnicking, archery, horseback riding and nature hikes. Plans also include an 18 hole golf course".

"Officials estimate the complex will create about 100 full-time jobs and add about $1 million a year to Putnam County's economy. In addition, construction of the dam and building the recreation and business establishments on the lakeshore is expected to provide nearly 19,000 man-days of temporary employment".

"The recreation complex was sponsored by 350 Unionville citizens in a bid to revitalize the area, which has been losing jobs and people for several years".

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NEWS BY REGIONS:

EODA - Eastern Ontario Development Association

R. Mucklestone, president, has announced the appointment of Elwood Garry as assistant to the manager. Prior to this appointment Mr. Garry served with the RCAF for 25 years and retired recently with the rank of Squadron Leader. He has extensive background experience in personnel administration and is widely known in business and government circles in the Ottawa area.

The general manager, H.D. Callan, reports that an industrial pamphlet is being prepared for an extensive mail campaign. Data sheets for the region are being updated. Progress is being made on the new tourist folder which it is anticipated will be completed by May.

NRDA - Niagara Regional Development Association

A manual for Welland County listing names of councillors and planning board members within the County, will be prepared by this association, reports J.A. Richards, general manager.

The annual meeting of the board of directors was scheduled to take place on March 10 at the Casablanca Motel, Grimsby.

LODA - Lake Ontario Development Association

This region has announced its intention to participate this year in the National Industrial Production Show of Canada. The general manager, D. W. Kingdon advised that each member municipality will

NEWS BY REGIONS: (Continued)

LODA - Lake Ontario Development Association (con't)
be invited to distribute its industrial brochures, along with the association's literature advertising the region as a whole.

SCRDA - St. Clair Regional Development Association
Approximately fifty persons attended the Industrial Tax Incentives Seminar recently sponsored by the Association at Chatham. The attendance was far below advance registrations, this was attributed to the severe storm which prevented all but local municipalities to attend, the general manager, John Elliott, advised. Representatives from industry and the Area Development Agency, Ottawa, participated in the program. Keynote speaker was Don S. Wood, Executive Vice-President and Manager, Automotive Parts Manufacturers Association (Canada).

LERDA - Lake Erie Regional Development Association
Four zone conferences were held during the month of February in the counties of Elgin, Middlesex, Norfolk and Oxford. The subject "How to Develop the Total Resources of the Region for the Benefit of All - Rural and Urban" was presented by representatives of the Ontario Federation of Agriculture. Total attendance at the four conferences was approximately 215.

C. Harry Roder D.C. Strathroy, was appointed president of this region at a recent meeting of the board of directors. Dr. Roder succeeds W.E. Ross, Q.C. of Simcoe, who resigned because of his recent appointment as Magistrate of Norfolk County.

NWODA - Northwestern Ontario Development Association
During January the manager, L. Phillips, spoke to business organizations, service groups and Chambers of Commerce on the role of NODA and gave a progress report on the area.

Two big developments in the region were reported. The Abitibi Power and Paper Company Limited have announced an eight million dollar expansion of its Provincial Paper plant at Port Arthur. A two Million dollar plywood plant at Longlac has been announced by the Wentwood Corporation.

NEODA - Northeastern Ontario Development Association
This association is preparing a new edition of the municipal and industrial manual covering the Northeastern region. An additional section will be added to this edition which will include hotel and motel listings.

Three zone meetings were scheduled as follows: Zone 5, Englehart - March 8; Zone 7 Smooth Rock Falls - March 9; Zone 6, Timmins - March 10.

GBDA - Georgian Bay Development Association
This association has recently published its Tenth Annual Report 1964. According to this report GBDA staff made over 300 visits to municipalities during the year, visiting numerous council meetings, industrial committee meetings and tourist meetings. Over 700 persons were contacted for discussions concerning the promotion of industry, tourism, agriculture and other economic factors. Over 30,000 miles of travel was covered by the staff for these promotional activities.

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The CO-ORDINATOR

Items on projects, techniques, reports, research and advice on economic development and industrial promotion.

ECONOMICS DEVELOPMENT:

"An educational experiment for operators of small businesses is probably the most important development in the summer marina business", says an item in a recent edition of Imperial Oilways.

A few operators were among the first twenty-five participants in this winter's ten-session discussion course in retailing, held at the National Yacht Club, Toronto. The Course was sponsored by the Canadian Boating Federation Trade Liaison Committee, in co-operation with the Ontario Department of Education and a small business branch of the Federal Department of Trade and Commerce.

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Regional information and education, development of the regional concept, selling the region.

PROMOTION:

"Please accept this map showing the Economic Regions of Ontario with the compliments of our Association. Perhaps it could be put on the wall of your Municipal Chamber or Committee Room".

The above is an extract taken from a letter dated February 22, under the signature of President, C. Harry Roder, Lake Erie Regional Development Association. This letter, together with a map showing the Economic Regions of Ontario, was forwarded to the mayors and reeves of non-member municipalities within the region. The letter continued on to explain the purpose of the Association and the advantage of a municipality supporting the region.

Heads of Geography Departments in each of the thirty-four Secondary Schools in the region also received copies of the map. "The comments have been most favourable, especially from the principals", reports the general manager, Douglas A. Fisher.

Copies of the recently compiled Municipal Directory have also been distributed amongst the schools in the region and requests for additional copies have been received.

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News, activities, techniques, reports on regional outdoor recreational space.

PARKS AND CONSERVATION:

During the next two years the Province of Saskatchewan's Jubilee and Centennial Corporation will undertake the development of eleven vacation trails. This program will provide Saskatchewan residents and tourists the opportunity of visiting unexplored areas of recreational, historic and scenic attractions in various parts of the province reports the December 1964 issue of the "Jubilee-Centennial Notebook".

Four of the trails will be opened this year to celebrate the Province's Diamond Jubilee, three in 1966 and the remaining four in 1967, during the Centennial of Confederation celebrations.

PARKS AND CONSERVATION: (cont'd)

Trail committees are presently being formed with representation from each community involved. The committee's function is to co-ordinate and conduct revitalization programs in each community, improvement of local recreation areas and the formation of Vacation Trail Information Centres. The Corporation will produce pamphlets and publicity material and erect Trail markers as well as assist in the opening events for each Trail.

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Reports and statements on regional research activities, projects and objectives.

RESEARCH:

The Supervisor's Inter-County Committee (the Regional Development Association for the six-counties around the City of Detroit,) has recently published its fourth regional survey of planned public works for all municipalities in the six-county region. It is called the "Detroit Metropolitan Area Planned Public Works Program". The report embodies all activities underway in planning stages or being proposed in the public works field.

In 1961 the Supervisor's Inter-County Committee charged itself with the responsibility of gathering and preparing, for presentation to state and federal authorities, a compiled inventory of presently proposed, vitally needed public works projects in the six-county Detroit Metropolitan Region. It has been revised and republished every year since. The report states that: "one of the significant effects of the planned public works program is its disclosure for the need of re-planning in the expansion and construction of public facilities". The Supervisor's Inter-County Committee is hopeful that the program will continue to stimulate capital improvement planning.

Each local unit of government was asked to report on the construction progress that had taken place from May 1963 (the date of the last SICC public works program) and August 1964. Character of the projects was divided into three segments. Group A - projects with preliminary study, basic design and detailed engineering completed, some local funds available, legal clearances and ready to place under contract in one year. Group B - those projects where preliminary study and basic design are completed, and if funds were available could be placed under contract in a period of one to two years. Group C - projects where need and feasibility have been established through preliminary study, but where basic design and detail engineering must be completed to start construction within two to six years.

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News of planning activity as undertaken by the regions and Ontario Government Agencies.

PLANNING:

A joint planning conference has been announced by the Community Planning Association of Canada and the American Society of Planning Officials. This conference will be held at the Royal York Hotel, Toronto, on April 25- 29 inclusive. It is reported that over 2000 delegates are expected to attend, representing members of municipal councils, planning boards and professional planners from Canada, U. S. and other countries.

PLANNING: (cont'd)

The Conference Committee consists of: Honorary Chairman - The Honourable J. P. Robarts, Q.C., Prime Minister, Province of Ontario. Honorary Co-Chairmen:- The Honourable John R. Nicholson O.B.E., Q.C., Postmaster General of Canada; The Honourable J. W. Spooner, Minister of Municipal Affairs, Province of Ontario; The Honourable S. J. Randall, Minister of Economics and Development, Province of Ontario; William R. Allen Q.C., Chairman, Municipality of Metropolitan Toronto; His Worship, Philip G. Givens Q.C., Mayor, City of Toronto; Charles F. W. Burns, Chairman, City of Toronto Redevelopment Advisory Council.

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MUNICIPALITIES:

Reports, activities and projects of interest to groups of municipalities.

The 28th Annual Conference of the Canadian Federation of Mayors and Municipalities will be held this year from May 17 to 21 at Cleary Auditorium, Windsor, Ont. An interesting program of significant topics is promised.

The Federation advises that a large part of the Conference time will be devoted to the discussion of resolutions. Municipalities desiring to submit resolutions should do so not later than March 30.

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PROJECTS:

Reports of current and impending projects undertaken, planned or suggested in regional economic development.

The Georgian Bay Development Association embarked on a new approach recently when they used a visual aids presentation depicting the various factors affecting the economy of the region. "State of the Economy of the Georgian Bay Region" was presented by staff members of the Department of Economics and Development. Slides illustrating population growth, average family income, agriculture, labour force, shipping and manufacturing were explained in detail.

A panel discussion followed the presentation and a question and answer period ensued. Panelists were: L.E. Cooke - Mayor of the City of Barrie; J. S. Darling - Past president and director GBDA; W. A. Davey - 1st vice-president GBDA; Eric A. Winkler, M.P.P., Grey-Bruce.

Approximately 120 delegates attended this meeting which was held at the Continental Inn, Barrie, February 10.

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The CO-ORDINATOR

Interest of Administrative and news interest in regional development.

THE ASSOCIATIONS:

The Lake Erie Regional Development Association is pioneering in an attempt to have a regional land use survey made in conjunction with the Agricultural Rehabilitation Development Act.

Over fifty persons representing various municipal bodies, including councils, labour groups, chambers of commerce and emergency measures organizations attended a recent meeting in Aylmer and heard officials from the Ontario Federation of Agriculture explain the aims and workings of ARDA. The proposal for the regional land use plan was put forward by Leonard O. Gertler, H. G. Acres & Company Limited, Niagara Falls, Ontario.

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A list of current publications and articles dealing with regional economic development.

BIBLIOGRAPHY:

A BIBLIOGRAPHY FOR REGIONAL DEVELOPMENT
A 112 page index of regional studies and references in Ontario.

Available upon request from any of the Regional Development Associations (no charge)

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For further information please contact;
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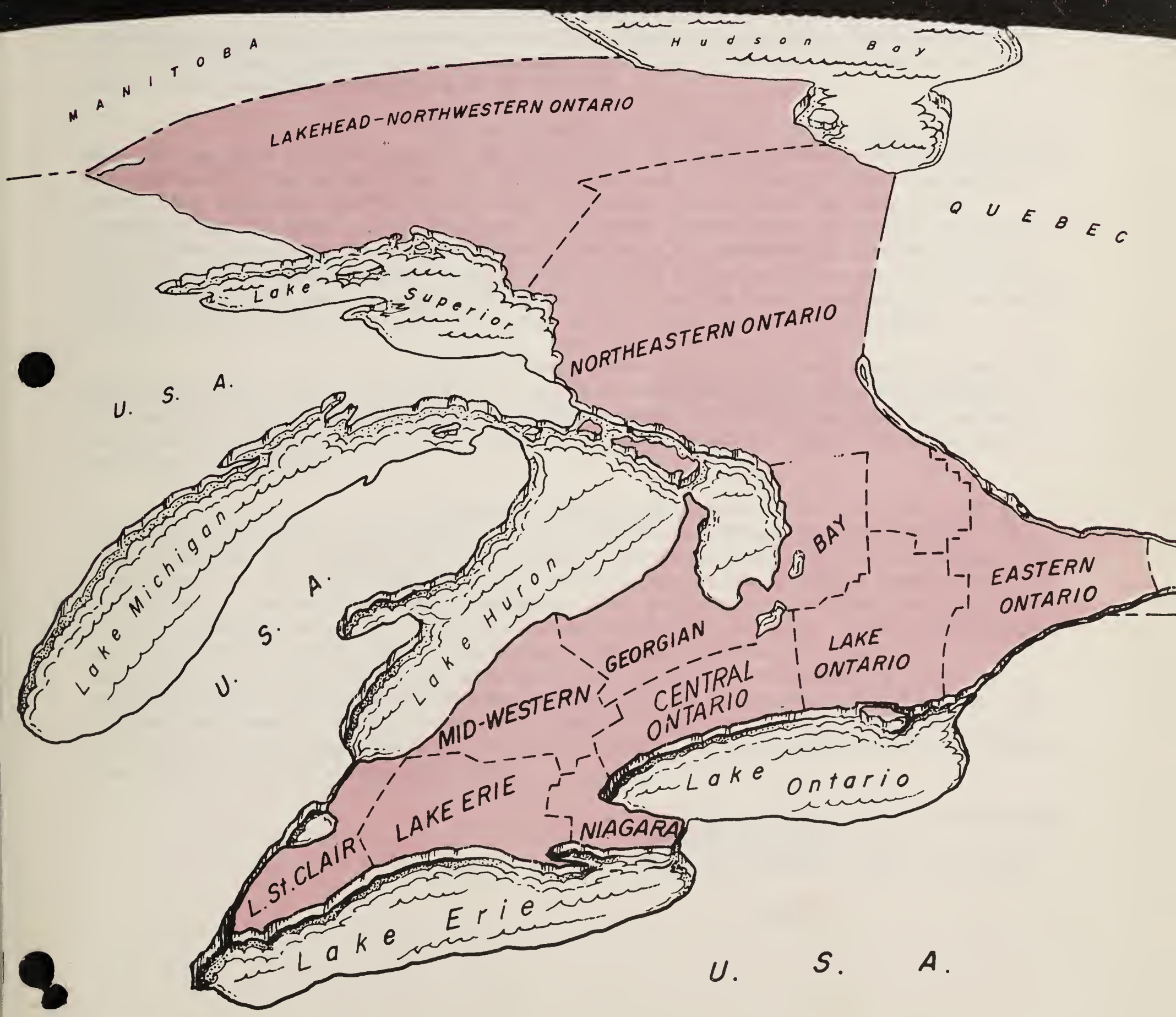
THE CO-ORDINATOR

REGIONAL DEVELOPMENT

ONTARIO

How it works for ONTARIO MUNICIPALITIES



Published By The REGIONAL DEVELOPMENT DIVISION,
DEPARTMENT OF ECONOMICS AND DEVELOPMENT, PROVINCE OF ONTARIO

The CO-ORDINATOR

Vol. 3: #3
MARCH, 1965.

"The Cobourg Town Council has shown good sense in continuing the town's membership in the Lake Ontario Development Association. For the few hundred dollars involved, it would be folly to take the chance of missing out on the potential advantages to be derived.

"In our opinion it is wrong to judge LODA strictly on what it has done for Cobourg, or for Port Hope, or for any other single municipality. The association is working for the entire area and if it really helps the area by attracting industry, tourists, or other business, it is bound to help every community in the area. As a regional development association it should be judged on its success in making the region known in private and government circles and in improving the region's image in other places. It has primarily a public relations job to do for the Lake Ontario Region, and any specific benefit which accrues to one municipality is icing on the cake as far as the municipality is concerned."

"Surely every member of the Cobourg council knows that for $800 a year you cannot expect to engage a competent public relations force. The amount of money one municipality alone contributes to the pot will do nothing of significance by itself. It is only as a combined effort that LODA will do anything for anybody."

"Regional development associations have been set up all over Ontario with the guidance of the Ontario Government and the province has a good deal to do with the way they operate. Nevertheless, they are autonomous and they depend on the voluntary contributions of municipalities and of individuals and businesses. Just as in municipal planning, the provincial government has tried to let the communities do the things that need doing on their own. Those communities and those regions which show a readiness to help themselves are bound to be considered more favourable when government officials are recommending sites for industry or choosing areas where development will be fostered by Queen's Park. If the province were to do entirely on its own the work that LODA is doing the cost would be a lot greater than eight cents per capita and the communities would have far less say in the way things were done".

- The above editorial was published by:
  THE EVENING GUIDE,
  Port Hope, Ontario. Feb. 17, 1965.

Activities at the Provincial and Federal level at home and abroad.

REGIONALISM:

"It will be more costly to live in this state (in 1980) because of the enormous amount of public spending which will be necessary for the construction of facilities..."

"This is one of the warnings documented in a detailed report by the New Jersey State Department of Conservation and Economic Development. An expected increase of three million in the state's population in the next 16 years requires immediate action: (1) to form a statewide development plan; (2) to revise zoning at the local level with emphasis on regional development; (3) to lift "unreasonable" zoning restrictions that now discourage both high-density development and proper provision of community space and community facilities for recreation and health; (4) a determined and speedy attack on urban renewal so that cities can make their declining downtown areas attractive for both business and residential use; (5) a massive highway program; and finally (6) a better co-ordination between government and real estate interests."

"The drastic recommendations in this report are typical of those found in numerous state studies in the USA. The demand for state and regional development and land use planning are threatening to by-pass local government which lacks the regional structure needed to cope with most of the vital problems."

"Compared to Canada's large provinces, New Jersey appears to be so densely populated as to have no significance for us. But if we consider the actual living areas of most of the Canadian populations, as in southern Ontario, the Montreal region, the Lower Fraser region and other increasingly crowded urban areas, have we any cause for complacency?"

- "Municipal Affairs in Canada", March, 1965. published by the Canadian Federation of Mayors and Municipalities.

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Tourist promotion and development items. Reports on the preservation of the outdoors resource on which the tourist industry is built.

TOURISM:

"A spectacular growth has occured in the recreation industry in recent years. It has expanded so rapidly that it is now considered to be the third most important industry in the nation, behind manufacturing and agriculture". This statement appeared in a recent article in the current issue of the "Area Digest".

The article points out that all regions can participate in the travel industry, because each area has some aspect upon which it can build: for example, cultural centres, forests, lakes, historical significance and places of outstanding entertainment.

TOURISM: (Continued)

It is reported that statistics on traveller surveys are quite often unreliable and misleading, because of lack of standardized information. With this problem in mind an organization called the Western Council for Travel Research (WCTR) was organized in 1959 to standardize the surveys. STANDARDS FOR TRAVELLER STUDIES - is the 84-page manual prepared by the Committee on Research Methods of the WCTR. It is designed to answer questions on all phases of a detailed survey of travellers. The contents include sample questionnaires and tables available from: Western Council for Travel Research, Office of the Secretary-Treasurer, Bureau of Economic & Business Research, University of Utah, P.O. Box 8066, Foothill Station, Salt Lake City 8, Utah. Price $2 per copy.

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RURAL DEVELOPMENT: Activities of regional and zone agricultural committees, rural-urban economic studies and ARDA Project notes.

The following statistics were presented to a recent National Conference on Agricultural Training.

In 20 years, the number of Canadian farms has decreased by 196,000 from 677,500 to 480,900

In the same period, the agricultural labour force has shrunk by 549,000 from 1,224,400 to 675,000

Capital investment in agriculture has increased 250 per cent, from $4,247,000,000 to $11,571,000,000

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NEWS BY REGIONS:

EODA - Eastern Ontario Development Association

EODA, in conjunction with the Commercial-Industrial Development Association of Ottawa, assisted in arranging for interested manufacturers, builders and businessmen to attend a luncheon meeting to hear federal and provincial speakers discuss the Canadian Design '67 program.

EODA's statistical brochure has been revised and the 1965/66 issue will be printed within the next few weeks, the general manager, H. D. Callan advised.

The tourist map for the region is also being revised and will be available mid-May, approx.

Six zone meetings have been held, with the election of new executives and directors.

NEWS BY REGIONS: (Continued)

NRDA - Niagara Regional Development Association
John J. Pitt was elected to the office of president of this association at the inaugural meeting of the board of directors held recently. Mr. Pitt is plant superintendent, Diamond Clay Products Ltd. Burlington.
The general manager, J. Richards, suggested at a recent zone meeting, that secondary school students be encouraged to atten NRDA zone meetings. The zone committee carried this motion.

This association will hold its 7th annual regional conference on April 21 and 22 at the Sheraton-Connaught Hotel, Hamilton, Ont. Program speakers include: Dr. A. E. Berry, chairman, Conservation Council of Ontario; Professor George Langford, director, Great Lakes Institute, University of Toronto, Robert Hennigan, New York State Office, Division of Local Government Services; Professor Alex Murray, York University. Guest dinner speaker will be The Honourable Kelso Roberts, Q.C., Minister, Ontario Department of Lands and Forests.

LODA - Lake Ontario Development Association
The regional concept is gaining acceptance in the LODA area, advised J. Lawson, assistant to the manager. Prince Edward County recently joined the association, which makes all eight counties within the region members. Two additional municipalities have joined LODA; the Township of Amhurst Island and the Village of Millbrook.

Zone meetings were held at Peterborough - Zone 1; Port Hope - Zone 2. A "Brainstorming" program was presented at each of these meetings by staff members of the Regional Development Division.

SCRDA - St. Clair Regional Development Association
Reeve Stanley Campbell of Point Edward, advised the March meeting of the SCRDA board that seven new members have joined the association, with a net increase in the board's budget of $4,464.

John Elliott, general manager, presented a regional board brief to the Legislative Committee on Highways and Tourism on March 23. The brief dealt with a St. Clair Parkway and the requirement for a regional outdoors recreational space program. The Canadian Wire Service and regional press gave wide coverage.

LERDA - Lake Erie Regional Development Association
This region is holding a one day regional conference on April 22 at Middlesex College, University of Western Ontario, London. The Conference theme is "Bringing Economic Development to our Region". Participants on the program include: Dr. Edward G. Pleva, conference chairman; D.F. Taylor, director, Community Planning Branch, Ontario Department of Municipal Affairs;

NEWS BY REGIONS: (Continued)

LERDA - Lake Erie Regional Development Association - Continued
Dr. H.L. Patterson, director, Farm Economics and Statistics, Ontario Department of Agriculture; W. S. McKay, Editor, Municipal World, St. Thomas, Ont; C. M. Tatham, former Mayor of Woodstock, Ont; Robert Perry, Warden, Norfolk County.

NWODA - Northwestern Ontario Development Association
The general manager, Alexander Phillips, attended the annual meeting of the District Beef Producers Association in Port Arthur. Mr. Phillips reported to the cattlemen on his recent discussions with the Ontario ARDA director regarding the proposed abattoir in the District of Thunder Bay. The manager advised the group that fifty percent for the cost of the abattoir was feasible from ARDA.

It is reported that following an enquiry to 400 farmers and cattlemen in the Thunder Bay District, 133 strongly supported an abattoir for the area and 106 indicated they would buy shares in a limited company to own and operate one.

NEODA - Northeastern Ontario Development Association
A 119-page survey on the District of Temiskaming has been prepared and published by this region. This is the second survey to be completed by this association. An economic survey of the Cochrane District was completed in 1963.

The Temiskaming report provides background information on each of the 27 organized municipalities. Articles on agriculture, mining, forestry, manufacturing and tourism are included in the survey.

MWODA - Mid-Western Ontario Development Association
The general manager, W. G. Urquhart, in concert with the Department of Economics and Development, held four forums during the month of March. Panelists who participated on the programs discussed topics on agriculture, community planning and industrial development. These forums - held at Kitchener, Elora, Goderich and Mitchell, were combined with the association's annual zone meetings and election of officers. Approximately 196 persons attended the meetings.

GBDA - Georgian Bay Development Association
A 12-page supplement to the February 27 issue of the "Financial Post", entitled "A Feature Report on Simcoe County", was produced by the Industrial Committee of Zone 3 (Simcoe County) GBDA.

The general manager, W. N. Keefe, advised that this region is engaged in a membership drive for 1965. As of March 15, a total of 56 calls to council meetings had been made. 51 municipalities have joined the association to date. The campaign will continue through April and part of May.

ECONOMIC DEVELOPMENT: Items on projects, techniques, reports, research and advice on economic development and industrial promotion.

Five industrial leads were being actively processed for the St. Clair Regional Development Association member municipalities during the month of March, John Elliott, general manager, told the board's regular meeting at Chatham.

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A role for regional development associations as agents in the arrangement of inter-plant inspections has been put forward by C. H. Van Horne, senior consultant, Ontario Economic Council, proceeding from discussion with R. F. Richardson, Department of Industry, Ottawa.

"Swapping Know-How - A Source of Productivity for Industry", outlines the opportunities which can come out of programmed visits between manufacturers. It is suggested that this type of communication can lead to more efficient methods and cost-saving programs for local manufacturers.

This helpful short article is available free of charge by application to the Editor.

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PARKS AND CONSERVATION: News, activities, techniques, reports on regional outdoor recreational space.

A Member of the Legislature recently renewed a proposal that was made nearly a year ago by the Niagara Regional Development Association.

NRDA recommended that the Englehart Farm, Winona, together with the adjoining lakefront land, be established as a tourist attraction for the Niagara Region. The Englehart farm dates back to 1808. One of its out-buildings was Saltfleet's first schoolhouse. "It could become another Pioneer Village", the Member said.

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RESEARCH: Reports and statements on regional research activities, projects and objectives.

On May 27 and 28, at Ryerson Polytechnical Institute, the Economic Council of Canada and the Ontario Economic Council are jointly sponsoring a conference on "Productivity through New Technology".

Topics to be discussed include data processing, low cost automation, new methods of materials handling, advances in metalworking, new management tools and a number of other subjects of practical interest to medium size and smaller corporate units.

RESEARCH: (Continued)

This will be a working conference. A set of conference papers will go to each participant for prediscussion within his own enterprise. An additional set will be available at Ryerson for note-making.

The registration fee of $20 includes three meals at Ryerson, two sets of papers and admittance to all sessions. Because of limited accommodation, participation is guaranteed only to those registering prior to May 15.

For further information, contact your Regional Development Association general manager, or Dick Tindal, Ontario Economic Council, 950 Yonge Street, Toronto 5, Ontario.

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PLANNING: News of planning activity as undertaken by the regions and Ontario Government Agencies.

The Ontario Good Roads Association held its 71st Annual Convention at the Royal York Hotel, Toronto on February 24. The conference theme this year was "Plan or Perish". The Honourable J. W. Spooner, Minister, Department of Municipal Affairs was guest speaker and gave an address on "The Future of Municipal Government in the Province of Ontario".

"In these days of rapid growth and greater mobility, no municipality exists in isolation", Mr. Spooner said. "Decisions that are made by one council very often have repercussions on neighbouring communities. It is increasingly imperative, therefore, for many matters which affect a common area to be studied, and concerted action taken by a co-operative effort on the part of a number of municipalities. There is adequate authority in The Planning Act for joint municipal projects. Yet comparatively few municipalities have taken advantage of this - whether due to a failure to recognize the problems, mutual suspicion, or lack of a co-ordinating authority", he declared.

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MUNICIPALITIES: Reports, activities and projects of interest to groups of municipalities.

"City - County Relationships, The Regional Aspects", is the theme of the Association of Ontario Counties mid-term meeting at the Westbury Hotel, May 5 and 6. Registration is $10.

Speakers include Mayor V. Copps, Hamilton; Mayor F. G. Stronach, London; Warden J. W. Howell, Brant County; William E. Thompson, Planning Director, Kitchener and author of the now famed report "Kitchener - 2000".

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TRADE AND INDUSTRY BRANCH

BREAKDOWN OF MAJOR ACTIVITIES BY ECONOMIC REGIONS

Regional Development Areas	Branch Plants 1964	Joint Ventures 1964	Manufacturing Arrangements 1964	Sales Missions No. 1 - No. 35 No. of Companies
1. Eastern Ontario	14	-	7	22
2. Northwestern Ontario	4	-	1	4
3. Georgian Bay	10	-	5	24
4. Lake Ontario	4	1	3	13
5. Northeastern Ontario	4	-	2	5
6. Midwestern Ontario	10	2	12	36
7. Niagara	31	1	21	37
8. Lake Erie	5	-	5	15
9. Lake St. Clair	15	-	1	14
10. Metropolitan	66	8	46	188
TOTAL	163	12	103	358

The CO-ORDINATOR

Regional information and education, development of the regional concept, selling the region.

PROMOTION:

Member municipalities of the Georgian Bay Development Association (GBDA), may now take advantage of an additional service offered by this association.

The above picture shows (from left to right) W. N. Keefe, general manager, Georgian Bay Development Association; K. Tuppling, Bradford Industrial Committee Chairman and C. Walters, Consumers Gas Company, looking over the newly prepared brochure for the Town of Bradford.

The Consumers Gas Company and the Northern Ontario Gas Company, have agreed to pay half the cost of an industrial brochure put out by communities serviced by them. The other half is paid by the community itself. GBDA collects the information, prepares the write-up and arranges for the printing and artwork.

Bradford was the first municipality to request this service.

Items of administrative and news interest in regional development.

THE ASSOCIATIONS:

An increasing awareness of the necessity of planning on a regional basis is evidenced by the fact that the Niagara Regional Development Association and the St. Clair Regional Development Association have recently held planning forums in conjunction with the Community Planning Assocation of Canada.

Without exception interest at the municipal level was extremely high, both from the number in attendance and the extent of the audience participation during the question and answer periods.

Further conferences are anticipated in the Lake Ontario Region and the Lake Erie Region.

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Invitations to attend the first Provincial Conference for Women, sponsored by the Women's Advisory Committee, are available. Those wishing to attend the Conference scheduled for Thursday May 20 at the Royal York Hotel, Toronto, may contact Mrs. Margaret Ware, Executive Secretary, 950 Yonge Street, Toronto 5, Ont.

The Registration fee of $1 payable in advance, includes a buffet lunch.

Keynote speaker is Madame Aroti Dutt, Asian Vice-President, Associated Country Women of the World, Calcutta, India. Reservations must be in hand not later than May 10.

Conference hours - 10 a.m. to 4 p.m.

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A list of current publications and articles dealing with regional economic development.

BIBLIOGRAPHY:

-"CONSOLIDATION OF SECTIONS OF THE STATUTES OF ONTARIO RELATING TO REGIONAL DEVELOPMENT AND INTER-MUNICIPAL CO-OPERATION."

Prepared by: Regional Development Division, Dept. Economics & Development.

The above publication is available upon request from any of the Regional Development Associations - no charge.

-"THE CHALLENGE OR MEGALOPOLIS"
by Wolf Von Eckhardt
for 20th Century Fund.
Published by Collier-MacMillan - Price $2.35

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For further information please contact:
The Editor, "The CO-ORDINATOR",
Regional Development Division, Dept. of Economics & Development,
950 Yonge Street, TORONTO 5, Ontario. Telephone 365-5451 (Area Code 416)

THE CO-ORDINATOR

ONTARIO

REGIONAL DEVELOPMENT

DEPARTMENT OF MUNICIPAL AFFAIRS
JUN 10 1965
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How it works for ONTARIO MUNICIPALITIES

Published By The REGIONAL DEVELOPMENT DIVISION,
DEPARTMENT OF ECONOMICS AND DEVELOPMENT, PROVINCE OF ONTARIO

The CO-ORDINATOR

VOL. 3: #4
MAY, 1965

The impact on the economy of a region has been vividly demonstrated by the recent survey carried out by the Northern Electric Company Ltd. Employees are drawn from 69 municipalities as a direct result of the establishment of this plant in Bramalea.

The above map shows the area of Bramalea and the circles indicate a ten mile radii. The figures supplied by the Northern Electric Company Limited indicate that approximately 68% of their employees live in a ten mile radius; 25% ten to twenty mile radius and 7% twenty to thirty mile radius.

REGIONALISM : Activities at the provincial and federal level at home and abroad.

A clinic designed to "place a finger on the economic pulse" of the three-county St.Clair region will be held in Chatham on June 10.

The program will include colour slides featuring projected slide charts to provide laymen and professional members of the region with a picture of the three counties relationship to each other, to the region and the province.

A three-man panel of senior industrialists and business experts from Lambton, Essex and Kent Counties is being formed to comment upon and further localize the information.

The "Regional Economic Clinic" will be held in the William Pitt Hotel and senior officials of the sponsoring Department of Economics and Development will also be on hand.

John Garton, vice-president of the St. Clair Regional Development Association, is chairman of the Information Committee.

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TOURISM : Tourist promotion and development items. Reports on the preservation of the outdoors resource on which the tourist industry is built.

The St.Clair Regional Development Association has received its first enquiry from a resident of the City of Chatham, interested in a farm vacation this year.

A number of farms in the St.Clair Region have registered interest in the program and questionnaires are being sent out by SCRDA. The association plans to produce its first regional farm holiday directory this year.

A sample copy of the questionnaire is available from the Chatham office of the Association, upon request.

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RURAL DEVELOPMENT : Activities of regional and zone agricultural committees, rural-urban economic studies and ARDA project notes.

The RAD (Rural Areas Development) newsletter, January-February 1965 issue, gives mention to housewives who took the lead in developing the anti-poverty plan in Ripley County, Missouri. They came up with the following projects:

With a $46,350 grant from the Office of Economic Opportunity, the Ripley County Economic Opportunity Corporation, whose original task force included twelve women and eight men, will :

Train 20 young people in home management and skills, who will then return to their communities and train 200 others.

RURAL DEVELOPMENT : (Continued)

Train 40 students to take care of the sick and aged in a county that has no visiting nurse service.

Set up a day nursery and pre-school program for 50 to 100 youngsters of working mothers, so that the mothers can be freed from child care to earn a living.

Provide counselling and widen the cultural horizons of 100 youths from six to sixteen whose families earn less than $3000 a year.

Provide counselling for low-income families to help them identify their own problems and meet their own needs.

Staff members of the University of Missouri's Ripley County Extension Centre helped the corporation draft its Community Action proposal, the newsletter reports.

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NEWS BY REGIONS :

EODA - Eastern Ontario Development Association
The Association held its annual meeting at the Chateau Laurier Hotel, Ottawa, May 27. Guest speaker was Professor Stewart Fyfe of Queen's University, who discussed "Regional Government - Pipedream or Nightmare".

Plans are underway for a repeat of last year's "Golden Triangle Boat Cruise". The 300 mile, ten day cruise leaves Ottawa July 9 and is open to all interested boat owners, equipped and prepared to make the trip at their own expense, the general manager advised.

NRDA - Niagara Regional Development Association
Approximately 175 persons attended the annual regional conference of NRDA on April 21 and 22.

The general manager, J. Richards, met recently with planning directors of Erie and Niagara Counties (N.Y.). Discussions ensued on the possible joint approach to problems affecting both sides of the border. Further meetings have been arranged for a "get together" of the four counties bordering Canada and the U.S. (Erie and Niagara - State of New York; Lincoln and Welland - Province of Ontario.)

An informative seminar on all phases of present and future development of the Lower Grand River Valley, sponsored by NRDA, in co-operation with the Grand Valley Conservation Authority and the Niagara Iroquois Tourist Association, will be held June 9 at the Victoria Hotel Dunnville, Ont. The seminar commences at 11:30 a.m. Registration fee $2.00.

LODA - Lake Ontario Development Association
Edwin Curtin was recently elected to the office of president of LODA by the board of directors.

A revised edition of LODA Facts has been prepared and distributed by this association.

LODA's tourist magazine the "Outdoorsman" has been revised for 1965. The general manager, D.W. Kingdon, advised that this magazine was well received at the three U.S. Sportsmen's Shows recently attended by LODA staff. "The usual distribution of approximately 2000 copies per show took place again this year", Mr. Kingdon said.

SCRDA - St. Clair Regional Development Association

This association recently mailed approximately 1,000 circular letters to selected Michigan manufacturers. The letter invited them to visit SCRDA's booth at the Detroit Business Exposition, held May 11, 12 & 13. The general manager, John Elliott, was on hand to discuss regional questions. A representative from the Department of Industry was also available to discuss tax incentives in relation to designated areas in the St. Clair Region. Complimentary space was made available to SCRDA, courtesy of the Detroit Jaycees.

LERDA - Lake Erie Regional Development Association

The general manager, Douglas Fisher, advised that the proposed plan for the regional land use survey had been accepted by LERDA board of directors. A special committee has been formed to work closely with the ARDA committee in Toronto.

This association convened a meeting between the Town Council of Aylmer, officials of the Department of Municipal Affairs and Dept. of Economics & Development. Discussions took place on the problems arising following the recent Main Street fire in Aylmer. J.F. Brown, supervisor, Redevelopment Section, Community Planning Branch, Dept. Municipal Affairs, outlined the Federal-Provincial urban renewal aid program.

NWODA - Northwestern Ontario Development Association

This association joined forces with the Northwestern Associated Chambers delegation to Queen's Park to meet with the Ontario Cabinet and subsequent discussions with provincial officials on regional matters.

Staff members were responsible for co-ordination of arrangements for an open meeting on implications of a recent survey of employment patterns at the Lakehead by the Ontario Economic Council.

NEODA - Northeastern Ontario Development Association

A.H. Hunt was elected to the office of president of this association at the annual meeting of the board of directors held recently in North Bay.

The board of directors endorsed a joint proposal presented by the Secondary School Headmasters of District 28 (Sudbury Area) and Laurentian University, requesting the establishment of a College of Education in Laurentian University, Sudbury; for the training of secondary school teachers in and for Northern Ontario. The Brief will be presented to the Honourable John P. Robarts, Prime Minister of Ontario and the Minister of Education, the Honourable William G. Davis.

MWODA - Mid-Western Ontario Development Association
Approximately 120 delegates attended the annual meeting of this association, held May 12 at the Blue Barn, Listowel. Panelists included: I.G. Needles, chairman, board of governors, University of Waterloo: W.P. Gregory, president, British Mortgage and Trust Company, Stratford; Dr. Ralph R. Kruger, chairman, Geography Department, University of Waterloo; R.G. Knowles, general supervisor, farms and fisheries, Canadian Broadcasting Company. W.H. Cranston, chairman, Ontario Economic Council was the guest dinner speaker.

GBDA - Georgian Bay Development Association
The Georgian Bay Marine Facilities map has been completed and is now ready for release to the public. The map, prepared by this association, shows the location of marinas in the Georgian Bay Region. The marinas are located on the map by numbers, with a cross index indicating the facilities available at each marina listed.

The region's 1965 tourist map is also available. 60,000 copies have been printed, these will be distributed throughout Canada and the U.S.A.

W. Arthur Davey, Mayor of Port Elgin, was recently elected to the office of president of this association.

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ECONOMIC DEVELOPMENT : Items on projects, techniques, reports, research and advice on economic development and industrial promotion.

The following is an extract from an article entitled "The Role of Local Government in Decentralization", written by A.B. McDowell, Town Clerk, Orange - Australia. This article is taken from the Planning Bulletin issued by the Central Planning Authority, Melbourne, dated May, 1964.

"Industrial growth for its own sake has no appeal, but an increased population sustained by a broad, diversified industrial base gives the community the wherewithall for progress. In Orange, where perhaps the record of industrialization is better than many provincial centres, there has been an unremitting but unsuccessful struggle to retain the natural population growth. For quite some years the population graph has moved upward but almost imperceptibly, and although I have no comparative figures of age groups, I should think there has been a serious loss of young people in the 15-19 age range."

"It is, of course, population that is needed by the country town, and without adequacy of number the works and services which create a modern town cannot be provided, or if provided, cannot be operated economically. The necessity can be stated as simply as that."

"As an instance, water and sewerage works (which are about the costliest of municipal works) must, for economical construction, be built for a projected population over the relatively long life of the works, and if the population assessments are not reached the alternatives are heavy government subsidy, or such burdensome local rating as may well accelerate loss of population."

"Which therefore should come first? The population increase (through industrialization) or the works which improve the town's livability? I suggest that the former will not occur without the latter, and it would follow, if this is so, that any competition among country towns for the overflow of industry from the metropolitan area, success would go to the major country centre which has had the confidence to develop its livability. I do not think there is a future, at least with any real "city" status, for the area which may be regarded as a major centre today but which, wisely or unwisely, has decided against the cost of modern services, and I say such a rebuttal may be wise in some instances because all the signs are of slim industrial pickings for the country for which there will be a lively competition and because, clearly, some of our larger towns are rapidly going downhill."

"The problem - of going forward with works and services with a falling or static population - today confronts perhaps more than a score of the larger country towns in this State, and they would be well aware of the alternative. The plight of some is, of course, greater than others, and I think this is particularly true of the town which 30 years or so ago was well equipped but which today is in need of an overhaul beyond the financial capacity or confidence of its people. Except for mining communities, towns do not die suddenly; they seem to wither at varying rates of decay, and perhaps if we apply our mind to the towns we know, examples will readily enough be projected of towns which are obviously dying, which no longer have any real vitality, and it is fairly clear that resuscitation of these towns alone would be a most formidable task without undertaking any plans for expansion."

"At some stage the country councils themselves will recognize that the Commonwealth and State Governments cannot logically be expected to extend assistance simultaneously to all country areas seeking development, and this inability reacts against rational and irrational schemes alike."

"There must, therefore be a subjective decision by the local authorities on whether to undertake capital works in the face of all the deterrents. And I think that these local decisions in themselves will establish the areas to which decentralized industry may be expected to move, and beyond that, establish the areas which the senior governments may consider for the purpose of deciding the most practical ways of promoting decentralization, as the areas for top priority or initial assistance."

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PROMOTION : Regional information and education, development of the regional concept, selling the region.

The Eastern Ontario Development Association has extended invitations to approximately 40 key industrial development executives in government and industry to go on a two-day "site" seeing bus tour of municipalities in the Upper Ottawa Valley. The tour, slated for June 14 and 15 will cover Carleton Place, Almonte, Pakenham, Pembroke, Barry's Bay, Renfrew and Arnprior. The aim is to attract new industry to the area and in each place, time has been allotted for the local council to do a "selling job" by means of briefings and on-site inspections.

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PARKS & CONSERVATION : News, activities, techniques, reports on regional outdoor recreational space.

Restoration of the Rideau canal and preservation of a vast 305 square mile wilderness and recreational area in Leeds, Frontenac and Lanark Counties, is being studied by several agencies of the federal government, Ray Mucklestone, president of the Eastern Ontario Development Association, revealed recently.

PROMOTION : (Cont'd.) The CO-ORDINATOR

Mr. Mucklestone, an Ontario Land Surveyor, prepared a ten page report for John Matheson, M.P. The proposal, tentatively called "Rideau Highlands National Park", will be studied by directors of EODA, according to a resolution passed by Zone 2 members recently.

Some of the recommendations suggested in the report are : retain the historical aspect of the 130 year old canal; establishment of permanent recreational areas, including wharfing and camping facilities; modernization of the lock systems, without removal of the old hand-operated locks; preservation of a wilderness area; curtailment of cottages along the wilderness area.

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RESEARCH : Reports and statements on regional research activities, projects and objectives.

The Walpole Island Indian Band Council have agreed to share the costs of an economic survey, to be undertaken this summer by the St. Clair Regional Development Association.

The object of the study is to determine the skills and resources of the Indian community in the regional environment.

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PLANNING : News of planning activity as undertaken by the regions and Ontario Government agencies.

Speaking in London at the Lake Erie Regional Development Conference on April 22nd, D.F. Taylor, director, Ontario Department of Municipal Affairs, told delegates that indiscriminate attraction of industry is not necessarily good for a community's economic development.

The stimulation of industrial development cannot be an end in itself, Mr. Taylor said. Despite the rosy picture often accompanying contemplation of industrial growth, he said, the actual fact may be that new industries would require services costing more than the revenue gained from increased assessments.

Mr. Taylor said communities should first decide the course and goal of development and then choose the best means of achieving this end.

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PROJECTS : Reports of current and impending projects undertaken, planned or suggested in regional economic development.

The Ontario Department of Economics and Development has recently commissioned a regional research project to be done by Professor Gerald Hodge, Institute of Town and Regional Planning, University of Toronto. The study will focus on the Lake Ontario and Eastern Ontario regions.

PROJECTS : (Continued)

The purpose of the project will be to uncover the factors underlying the patterns of growth and decline in urban centres. Through this means urban characteristics which are likely to encourage future growth can be isolated.

The project entitled "The Identification of Growth Poles in Development Regions in Ontario" is expected to take approximately eight months of research.

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BIBLIOGRAPHY :

A list of current publications and articles dealing with regional economic development.

WORK AT HOME

- Handicrafts and home businesses, small business bibliography, small business administration.
  Available from :

  Earn-Money-at-Home Schemes,
  National Better Business Bureau,
  405 Lexington Avenue,
  New York 17, N.Y.

"HISTORICAL CHRONOLOGY OF HIGHWAY LEGISLATION IN ONARIO,1774-1961"
- Summarizes 544 separate Acts and 678 amendments pertaining to roads and bridges in Ontario.
  Available from:

  The Map Office,
  Department of Highways,
  Downsview, Ont.
  Price $2 (cheque payable to the Provincial Treasurer)

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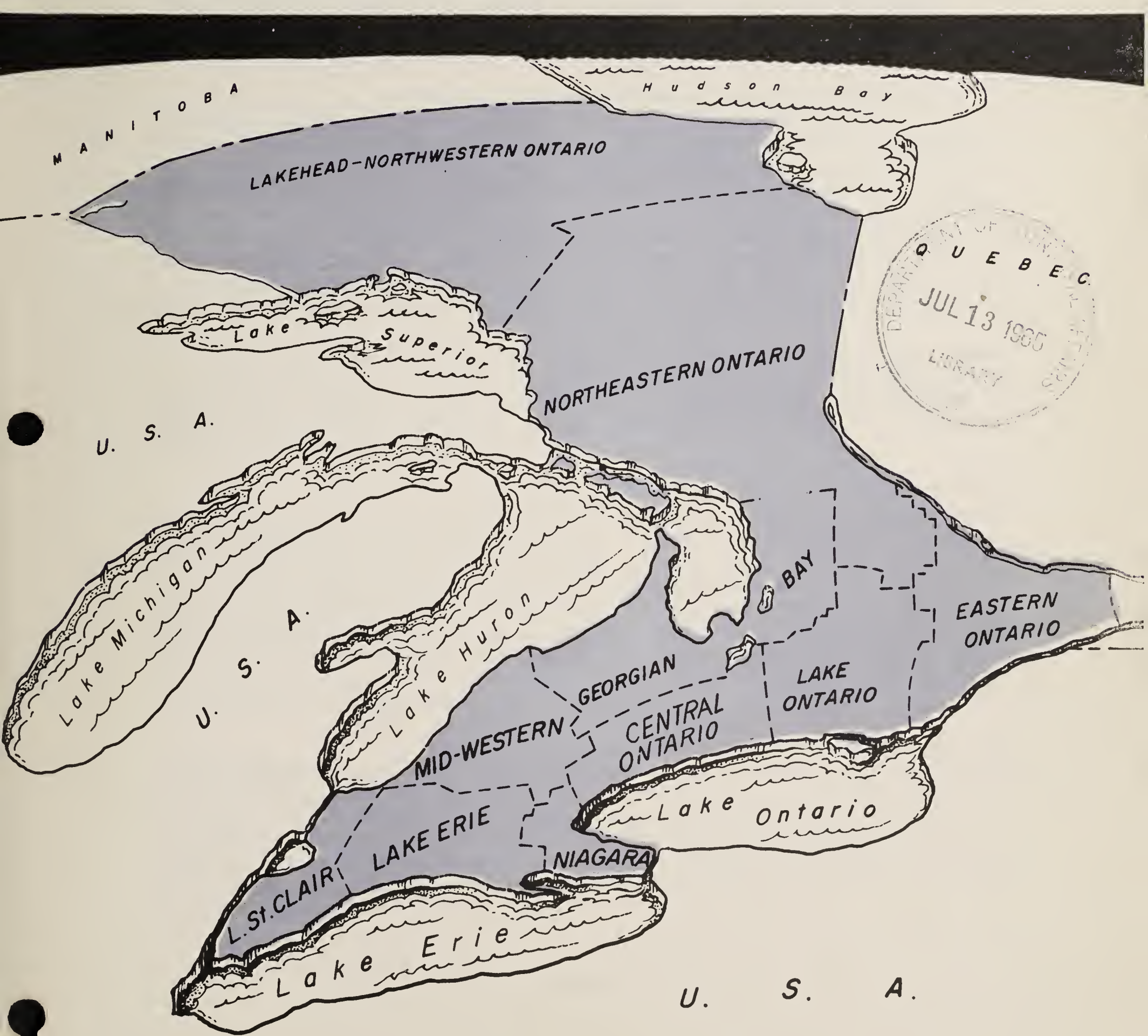
THE CO-ORDINATOR

ONTARIO

REGIONAL DEVELOPMENT

How it works for ONTARIO MUNICIPALITIES



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The CO-ORDINATOR

VOL. 3: 5
JUNE, 1965.

JUL 13 1965

"We have to remember that there are three things that make up the economy of the Georgian Bay region - industrial development, agriculture and tourism", His Worship L. E. Cooke, Mayor of the City of Barrie, said in an address to delegates attending an economic conference, sponsored by the Georgian Bay Development Association, held recently in Barrie.

"I feel that sometimes we have difficulty in relating ourselves to each other as part of a neighbourhood, for economy purposes that is exactly what we are". Mayor Cooke continued, "I think many of us in Barrie and in Simcoe County are very well acquainted with the problems of our neighbours. We have to remember that for some reason we have been locked together in what is known as the Georgian Bay region and, therefore, there must be some relationship in the prosperity of each of these communities. Our city has become noted for its industrial growth, but I think there has been an over-emphasis, as you look at the whole region, as to the value of industrial development. Think on that for a second".

"Over the years Barrie has had to develop a number of assets, which have been in its favour, its proximity to the metropolitan market and a number of natural advantages. These did not automatically bring prosperity and industrial growth, but they did give us the essential elements with which we could develop industry".

"I think sometimes our neighbours have felt bitter because they did not have industrial development. Is it not time to take a proper analysis to see what our role is in this total region? I suggest to you that some of these municipalities should concentrate on things which have already indicated the greatest part of their income. Possibly a new concentration on the recreational field and the tourist field is something that should be developed. Even in Barrie, where we have industrial development, we are placing a new emphasis on tourism and conventionism. I believe that almost any of the municipalities in this region have a built in feature, an advantage in developing tourist trade".

"I will sum up by saying that if we are a common neighbourhood and we have common problems, it is necessary that we do what we can to stimulate our industrial development and the value that this has to Barrie and the surrounding communities. At the same time, we must remember that we have a partnership with the others in helping them in whatever we can do to acquire a healthy agricultural neighbourhood. In the field of tourism, there is a place for all of us to play, but it is an essential money-maker for the rest".

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REGIONALISM: Activities at the provincial and federal level at home and abroad

A former director of the Ontario Research Foundation has been appointed associate director of the Great Lakes Institute, University of Toronto.

Dr. A. D. Misener, F.R.S.C., M.E.I.C., is in charge of the research programs conducted by professors from various Ontario universities and by the Institute's own staff. With all-weather, all-year operation possible on the C.C.G.S. vessel Porte Dauphine and with a fleet of cabin launches capable of Great Lakes cruising, the Institute can undertake both extensive and regional programs anywhere on the lakes.

Research programs both basic and applied can be undertaken by the Institute on a regional basis. General managers of regions bordering the lakes should contact Dr. Misener.

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TOURISM: Tourist promotion and development items. Reports on the preservation of the outdoors resource on which the tourist industry is built.

Water pollution was the main topic of discussion at the Winter Public Education Meeting of the Interstate Commission on the Potomac River Basin, held in February of this year in Washington, D.C.

The conference, which was the forefront of the International Boat Show, was attended by approximately 200 citizens. The audience heard professional and lay papers on the subject of "Small Boating on the Potomac To-day". Speakers advised the gathering that the number of boats with 7 h.p. engines, and more, on the Potomac is seventy thousand. This multiplication of small boats on the Potomac poses a potential pollution threat, they said, as a large percentage are covered boats and nearly all of these are equipped with galleys and heads. There are presently no rules requiring Potomac boat owners to treat head and galley wastes before discharging them into the river. The increase in the number of boats means in effect an increase in the quantity of raw wastes discharged into the river.

An executive of the Tojan Boat Company pointed out at the conference that the boating industry has already developed a standard for marine sewage treatment devices and is marketing several models. Boat builders are offering chlorinators in their large cruisers and buyers are insisting on their installation. Twenty states of the nation, according to Thomas Kelleher of the U. S. Public Health Service, have put waste disposal from boats under some kind of regulation.

The gathering was advised that the Council of State Governments will perfect, this year, a uniform law governing sewage and trash discharges from boats and most likely carry it in its Volume of Suggested State Legislation for 1967.

RURAL DEVELOPMENT: Activities of regional and zone agricultural committees, rural-urban economic studies and ARDA project notes

The Canada Department of Forestry has prepared a set of maps for the ARDA (Agricultural Rehabilitation and Development Act) program, indicating the "Economic and Social Disadvantage in Canada".

Most of the material used in preparing this map series was obtained from the 1961 Census of Canada, together with unpublished tabulations of census material.

The maps, numbered from one to nine, pin-point distributions of population, low income farms, low rural non-farm wages, low urban wages, low non-farm family incomes, registrations for employment, low education levels and infant mortality.

Enquiries for these maps should be sent direct to the Department of Forestry, Ottawa, Ont.

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NEWS BY REGIONS:

EODA - Eastern Ontario Development Association
EODA's recent "site" seeing tour of the Ottawa Valley by industrial development executives proved very successful. Response to the tour was so good that more are planned for the future, reports Harry D. Callan, general manager.

Printing of 70,000 copies of EODA's tourist map and vacation folder has been completed. Distribution to points in the U.S.A. and Canada is underway.

NRDA - Niagara Regional Development Association
On June 9 at Dunnville, approximately 72 delegates, representing the Counties of Haldimand and Brant, attended a joint meeting of NRDA, in co-operation with the Grand Valley Conservation Authority and the Niagara Iroquoia Tourist Association. Discussions were held on the progress made to date by the Grand Valley Conservation Authority on its program of conservation of the Grand River Watershed and its future program. T. R. Hilliard, deputy minister, Department of Energy and Resources Management, was the luncheon speaker and participated in the question and answer period at the end of the afternoon's presentation.

The general manager, J. Richards, has announced that NRDA has moved to larger premises. The new address is: 22 Livingstone Avenue, Grimsby, Ont. The mailing address - Box 69, Grimsby, remains unchanged.

LODA - Lake Ontario Development Association
Updating of industrial buildings and sites will be a summer long project for the staff of LODA, advised the general manager, D. W. Kingdon. A tour of municipalities within the region is planned

NEWS BY REGIONS: (Continued)

LODA - Lake Ontario Development Association (Continued)
and information will be gathered on the available industrial buildings and sites in each municipality visited. This information will be recorded in LODA offices, where it will be readily available for industrial prospects.

An industrial survey of the Village of Norwood is being completed by the staff of LODA, under the direction of the general manager. A field survey program in which the association was assisted by the Ontario Department of Economics and Development has been completed. Mr. Kingdon in conjunction with Richard LaPalme, Municipal Services Division, are now compiling the report and recommendations.

SCRDA - St. Clair Regional Development Association
Municipal efforts to secure the development of a St. Clair Parkway Drive extending from Sarnia down the St. Clair river to Wallaceburg and around Lake St. Clair via Dover Township to Riverside, Windsor and the Detroit river shore, have been warmly supported by a recent motion of the association. Efforts will be made to secure support for a scenic drive, wayside parks, picnic areas and viewing points. Interest in the three-county project continues strong and the development association is backing the program fully.

LERDA - Lake Erie Regional Development Association
A recently published report of the activities of this association during the past six months, reveals that LERDA has received wide television and radio publicity, coverage has also been received in four daily newspapers and eleven weekly newspapers in the region.

General discussions have taken place on the preparation of a documentary film on the Lake Erie region, by AKO Productions, Tillsonburg. A film on "The Tobacco Growing Industry" was promoted.

The general manager reports that after considerable promotional work, six additional municipalities have joined the association this year.

NWODA - Northwestern Ontario Development Association
William H. Spicer, president, expressed elation over the announcement that ARDA funds will be used to launch a major reforestation program on non-agricultural lands in proximity to the Lakehead complex of forest products plants. This association participated in the original proposal.

Alexander Phillips, general manager, acted as master of ceremonies at a banquet of 1,000 guests at Fort Frances, celebrating the opening of the $20 million, 90 mile Voyageur Highway, linking Atikokan and Fort Frances. John P. Robarts, Prime Minister of Ontario, twelve cabinet ministers and fifty M.P.P.'s were among distinguished guests.

NEWS BY REGIONS: (Continued)

NEODA — Northeastern Ontario Development Association

Activities of this region, as stated in the general manager's report for April 26 - June 26, indicates that during this period eight industrial enquiries were received by the association. These were in the category of new, open file and existing industries.

The general manager, George Knapton, made personal calls on 15 municipal clerks and secretaries, or managers, of chambers of commerce familiarizing them with the work of the association. Personal calls were also made on eight companies within the region. As the result of these visits the association has two new corporate members. In addition, zone and special meetings were attended.

MWODA - Mid-Western Ontario Development Association

A survey of the Mid-western Ontario Economic Region has just been released. The 146-page report, prepared by the Special Research and Surveys Branch, Ontario Department of Economics and Development, is designed to provide extensive information and analysis with respect to the economic activity within the region. Copies of this survey will be sent to high school and senior educational institutions in the region.

GBDA - Georgian Bay Development Association

Meaford Municipal Council, after lengthy discussions, has approved the association's petition to the Ontario Government requesting that dining rooms be permitted to sell liquor. The move was seen as an improvement in the tourist attraction of the entire province.

COER - Central Ontario Economic Region

There has been renewed interest in the formation of an association in the four counties - Halton, Peel, York and Ontario. During the last month the Ontario Department of Economics and Development has presented an outline of the regional development program to a number of municipalities and has accepted several invitations to appear before citizen's groups.

A public meeting held in the Town of Milton, on June 2, was especially well attended and the question and answer period was sparked by lively discussion from the floor. Keen interest in regional development activities and literature was shown.

A staff member of the Regional Development Division reports great enthusiasm in rural municipalities and townships, where the regional concept was comparatively new to a large segment of the audience. Because many of the township councils are made up of farmers and businessmen with agricultural affiliations, the section of talks dealing with economic rural development was received with marked interest.

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ECONOMIC DEVELOPMENT: Items on projects, techniques, reports, research and advice on economic development and industrial promotion.

Industrial Expansion at Site - 1964.

Eastern Ontario Economic Region	-	18
Northwestern Ontario Economic Region	-	5
Georgian Bay Economic Region	-	25
Lake Ontario Economic Region	-	17
Northeastern Ontario Economic Region	-	6
Mid-western Ontario Economic Region	-	58
Niagara Economic Region	-	116
Lake Erie Economic Region	-	44
St. Clair Economic Region	-	56
Central Ontario Economic Region (Metropolitan)	-	127
TOTAL		472

- Information taken from the Ontario Industrial Review 1964. Department of Economics & Development.

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PROMOTION: Regional information and education, development of the regional concept, selling the region.

During the winter of 1964-65, at the University of Western Ontario, a class of 42 geography honours students, under the direction of Professor Robert W. Packer, prepared a series of maps (43 in all) on the development of the Lake Erie region.

The object of this program was an exercise in map design, to use the map and the cartographer's techniques to devise a cartogram which, through the use of "design impact", would bring to the attention of the reader some significant aspect of the region. Professor Packer advised that each map began with a visual idea which was ultimately converted into a design. Between 20 to 30 hours of work were involved in the production of each map.

The maps, which are divided into five groups, show growth of population, agricultural productivity, resource and energy supply, industry and manufacturing, transportation and communication.

The maps were prepared from figures available from the Ontario Economic Survey 1961 and the Census of Canada. Professor Packer comments that the cartograms are not meant to replace the tables of statistics, but to draw emphasis upon the results of analysis of the statistics.

PARKS AND CONSERVATION:

News, activities, techniques, reports on regional outdoor recreational space.

Ontario's 90 provincial parks re-opened in May. Attendance is expected to exceed the ten million mark - a ten per cent increase over the 1964 figure of 9,140,000 visitors which was a record year, according to reports, despite poor weather prevailing most of the summer.

The parks, comprising more than 3,736,500 acres, offer miles of sandy beaches, boating, picnic areas, camp sites and nature trails.

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RESEARCH:

Reports and statements on regional research activities, projects and objectives.

The St. Clair Regional Development Association, in co-operation with the Ontario Department of Economics and Development, presented an economic forum in Chatham on June 10. The purpose of the forum was to show the state of the region in all the major sectors of its economy and to indicate the individual standing of the Counties and the major municipalities within the region. Measures of growth and progress were given. A slide presentation, comprised of 23 graphic charts, gave to the St. Clair region a body of information in which the strong elements were highlighted and from which the weaker elements may be extracted and improved where necessary.

An audience of approximately 200 municipal, business, industrial, agricultural and academic leaders were given information on their region as a composite economic unit and were made aware of the economic conditions in Essex, Kent and Lambton. The information signified progress in relation to that of the province and provided as firm a basis as possible for estimating future development in the region.

The subjects covered were grouped under the headings of population and labour force, income, agriculture, manufacturing, retail sales and construction. A panel consisting of: W. J. Beynon, Manager, Imperial Oil Enterprises Ltd. Sarnia; B. E. Easton, Canada & Dominion Sugar Company, Chatham and Dr. G. R. Horne, Dean, Faculty of Business Administration, University of Windsor, gave their interpretation of the statistics presented.

A 25-page brochure of economic material on the St. Clair region, prepared by the Special Research and Surveys Branch of the Ontario Department of Economics and Development was presented to each delegate.

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PLANNING:

News of planning activity as undertaken by the regions and Ontario Government agencies.

"What do you consider the most important and pressing problem in your municipality to-day". This question was directed to members of a recent zone one meeting, Niagara Regional Development Association, by the general manager John Richards.

PLANNING: (Continued)

The following answers were recorded from individual persons representing municipalities within the zone.

Stoney Creek	- Planning with regard to high rise apartments and density development.
Binbrook	- While not immediate or pressing, strip development along main roads is steadily creeping in and must be controlled through adequate planning.
Ancaster	- "Diffuseness" of building predominately of single family homes on good sized lots, with undeveloped spaces between. This makes services very costly and planning and control quite difficult.
Beverly	- Planning such an area which is abutting Galt, Brantford, Hamilton and Dundas in each of its corners creates a "regional" problem and also assessments regarding either urban or rural standards.
Burlington	- Twelve miles of waterfront in a town where industry and multiple housing are growing veryrapidly.
Saltfleet	- Going through a period of change where the ratio of industrial assessment, the demand for services and the recreational facilities must be considered in terms of their outcomes in the future.

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MUNICIPALITIES: Reports, activities and projects of interest to groups of municipalities.

Municipalities interested in securing community colleges within their boundary or regions, would be well advised to discuss the matter with their respective regional general managers.

N. A. Sisco, director, Technological and Trades Training Branch, Department of Education, addressed a special meeting of regional general managers at Honey Harbour in early June. He outlined the Department of Education's plans for community colleges and solicited assistance both in the location of the colleges and in the type of training which could be provided. George Knapton, general manager, Northeastern Ontario Development Association, suggested the possibility of the establishment of regional boards of education.

A book on the planning of community colleges in U.S.A. is listed under the "Bibliography" section.

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PROJECTS:

Reports of current and impending projects undertaken, planned or suggested in regional economic development.

The Georgian Bay Development Association has announced its intention to place an exhibit in the National Electronics Conference, to be held in Chicago this autumn.

The board of directors decided at a recent meeting that the total cost of the display - $1200 - would be borne by the association. 62 member municipalities will get full representation at the show, which is attended by approximately 20,000 people associated with the electronics field. Over 500 exhibitors participate.

Municipalities will be invited to send a "salesman" for their town to assist in staffing the booth. Regional development staff will also man the booth to sell the region as a whole to industrial agents.

The idea originated with the Zone 3 (Simcoe County) industrial committee, the general manager W. N. Keefe, commented.

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THE ASSOCIATIONS:

Items of administrative and news interest in regional development.

The Honourable C. M. Drury, minister, Department of Industry, Ottawa praised the Commercial and Industrial Corporation of Greater Ottawa and the Eastern Ontario Development Association for their success in attracting new industries to the Ottawa and St. Lawrence Valleys.

Speaking at a recent luncheon meeting of the Commercial and Industrial Corporation of Greater Ottawa, at the Talisman Hotel, Mr. Drury said the organization succeeded recently in attracting a large clothing manufacturer to Ottawa. The Eastern Ontario Development Association has brought 108 new industries to the region, which have added 10,000 names to Eastern Ontario's employment rolls in the last ten years, Mr. Drury commented.

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BIBLIOGRAPHY:

A list of current publications and articles dealing with regional economic development.

STATE AND LOCAL PLANNING FOR THE COMMUNITY COLLEGE
(Master of Community Planning Thesis)
- An investigation of methods organization, location and finance of community colleges in various states and outline studies designed to aid a community in the selection of a site. They include investigations of local economy, population, land use, transportation, housing and community facilities.
Available from: Georgia Institute of Technology, Atlanta, Georgia, U.S.A.

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THE CO-ORDINATOR

ONTARIO

REGIONAL DEVELOPMENT

DEPARTMENT OF MUNICIPAL AFFAIRS
SEP 23 1965
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How it works for ONTARIO MUNICIPALITIES

DEPARTMENT OF MUNICIPAL AFFAIRS
SEP 22 1965
LIBRARY

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VOL. 3: #6
JULY/AUGUST, 1965.

Ontario tourist operators might be interested in the following personal message given to each registered guest during their stay at The Pitcairn Motor Hotel, California, U.S.A.

WELCOME TO THE PITCAIRN MOTEL

I bet by now you are HOT - TIRED and THIRSTY.
For that we have ICE and cold DRINKS (soft that is).
And if you have a headache from looking at all the sights -- we have the aspirins.
Sorta hungry? We have COOKIES, CANDY, COFFEE and HOT CHOCOLATE.
Do your clothes need freshening up? We have washers, dryers, soap and bleach. We can even loan you an iron and board to complete the job.
Gotta rip or snag in that dress or pants?
No, we don't have an extra, but I bet Mrs. McKee the manager could help you. I bet she could even find a snap or button if needed.
We have maps, cards and brochures for the places of interest.
Also one day service on laundry and dry-cleaning if needed. Although it must be in the office by 8.30 am.
Towels for the pool will be at the office.
We are sorry that we DO NOT have room service, but if you will pick up your phone, the desk clerk will be glad to tell you the location of the above items.
We hope that you have enjoyed your visit and will return soon.
Have a safe journey home.

Fran and Dick
Managers.

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REGIONALISM:

Activities at the provincial and federal level at home and abroad.

Approximately 1500 delegates from all over the world heard experts compare and discuss the problems of air pollution at the 58th annual conference of the Air Pollution Control Association, held recently in Toronto.

Mentioned hereunder are some of the highlights of the agenda for an effective air pollution control program.

(1) Establishment of a central agency, supported by Ottawa and the provinces for the collection and dissemination of technical and administrative information.

(2) Publication of standards governing permissible emissions of various pollutants in a dozen or more designated regions.

(3) Co-operative agreements between the provinces to create uniform objectives and regulations.

(4) Regional agreements between groups of municipalities and industries aimed at establishing and maintaining the specified minimum standards.

(5) A national publicity campaign to encourage individual involvement in prevention and cure.

Here, in part, is what Ontario Minister Without Portfolio, G. E. Gomme, had to say at the conference:

"The fact that air is a resource is recognized by the provincial and federal governments of Canada. The Canadian Council of Resource Ministers will hold a national conference in 1966. Air, soil and water pollution will be dealt with under the title of "Pollution and Man's Environment". This will not be a technical conference, but rather an assessment of where we stand now, what must we do now and in the future to protect these three natural resources so vital to man".

"Ontario has two Canadian neighbours; Manitoba and Quebec and six American neighbours; New York State, Michigan, Ohio, Pennsylvania, Minnesota and Wisconsin. It is imperative that states and provinces co-operate through the International Joint Commission to conserve air, the one natural resource we have in common. The same reasoning applies to co-operation with the Canadian government and inter-provincial air pollution problems".

"There is no doubt that every country needs economic growth and as a result of this economic growth the air pollution burden will continue to grow. Without adequate control this burden can and will be a serious health hazard. The need for ambient air quality criteria and standards is self-evident, as is the need for conservation of our air resource if we are to have an expanding economy and an environment conducive to good health".

REGIONALISM: (continued)

"It is not possible to reduce all atmospheric emissions to zero. However, it is possible to limit the emissions so that our atmosphere can adequately dilute and disperse them so as not to be a public health hazard."

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TOURISM:

Tourist promotion and development items. Reports on the preservation of the outdoors resource on which the tourist industry is built.

A proposal to rename Ontario Highway #2 was recently put forward by a member of the Lake Ontario Development Association.

Mrs. Lenah Fisher, deputy reeve, Cobourg, has suggested calling this route "Heritage Highway".

"This highway, which was once a pioneer trail, traverses across southern Ontario and would be the logical route for tourists to take to see what rural Ontario is really like", said Mrs. Fisher.

Mrs. Fisher is soliciting support from all municipalities who are on Highway #2.

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RURAL DEVELOPMENT:

Activities of regional and zone agricultural committees, rural-urban economic studies and ARDA project notes.

J. Torunski, Extension Forester, New Brunswick Department of Agriculture makes the following comments on woodlots:

"Many owners don't know their own woodlots. The 1 inch = 5 chain photographs have been of tremendous value in partially solving this problem. Leg work must do the rest".

"Marketing is a problem in many areas. Although we have found that many woodlot owners do not know what markets exist in their own areas, and often follow poor marketing practices, improved technology may assist in opening up new markets for many species".

"Improved technology will always be of great assistance in economizing logging operations."

"However, the two biggest problems, that of family tradition and the social problem, will not be completely solved by improved technology. These two problems must be solved by a careful study and understanding of people. Extension programs must consider not only the physical aspect of the woodlot, but also the human resource involved".

NEWS BY REGIONS:

EODA - Eastern Ontario Development Association
The appointment of Milton Phillips as assistant to the general manager of this association was announced recently. Mr. Phillips, who was formerly chairman of the industrial commission in Carleton Place from 1960-64, has been associated with EODA for the past five years.

NRDA - Niagara Regional Development Association
NRDA's news bulletin for the month of August covers the 14th Annual Grape and Wine Festival scheduled for September 17 to 25 inclusive, at St. Catharines. This event is sponsored by the City of St. Catharines, The Ontario Grape Growers Marketing Board and the Canadian Wine Institute. Also mentioned in the newsletter is the Welland County Fair. Program details of these Fairs are available from the association.

Executives of NRDA and members of the Ontario Department of Economics and Development plan to attend the City of Niagara Falls Industrial Field Day, scheduled for September 22. A special Ladies' Program has been arranged.

LODA - Lake Ontario Development Association
This association is presently planning its Annual Industrial Municipal Relations Conference. The conference is scheduled for October 27 at the Rock Haven Motel, Peterborough. The one day conference will include panel discussions. Prominent speakers will be on the program. This year's theme is: "Decentralization of Ontario's Industry".

SCRDA - St. Clair Regional Development Association
The board of directors recently motioned that the completion date of the Walpole Island Economic Survey would be put forward to December 31, 1965. This decision was made because of the amount of detail that has been encountered in collecting the data. A special committee has been formed to supervise this survey. The committee members appointed from SCRDA are: Archie McPherson, chairman zone 3; Ray Bellamy, vice-chairman zone 2. Two representatives from the Walpole Island Indian Council will also sit on this committee, they will be appointed by Chief Burton Jacobs.

LERDA - Lake Erie Regional Development Association
Dr. C. Harry Roder, president, announced recently the appointment of four additional directors to the board of this association. The new officers are: Dr. Edward G. Pleva, head Geography Department, University of Western Ontario; Scott McKay, Q.C., editor, "The Municipal World"; Hector McLean, Yarmouth Twp., Elgin County Assessor; Wallace Laidlaw, deputy reeve Westminster Township and representative of Middlesex County Council.

Preliminary preparation is underway for the Economic Conference covering the four counties within the region. The conference, scheduled for October 21, will be held at the University of Western Ontario. Full details will be available in the next issue of this newsletter.

NEWS BY REGIONS: (Continued)

LERDA - Lake Erie Regional Development Association (continued)
Effective October 1, 1965, this association will be located at: 591 Wellington Road South, Suite 100, London, Ontario.

NWODA - Northwestern Ontario Development Association
The general manager, Alexander Phillips, has prepared a 4,000 word brief, based on the experience and observations of a dozen waterfront industries and shipping concerns, urging replacement of a 50-year old bridge over Fort William's Kam River. This particular bridge is currently a barrier to industrial growth and shipping in the harbour.

NODA organized discussions with the Mining and Access Roads Committee of the Ontario Government concerning road access to the site of a proposed $35 million iron ore development project in the Geraldton area.

NEODA - Northeastern Ontario Development Association
Norman A. Sisco, director, Technological and Trades Training Branch, Department of Education, will be addressing zone meetings in this region scheduled for September 28, 29 and 30. The meetings will be held in Englehart, Timmins and Smooth Rock Falls (zones 5, 6 and 7). Mr. Sisco will discuss the community college program.

The general manager, G. Knapton, advised that the industrial manual covering Northeastern Ontario will be available the latter part of September.

MWODA - Mid-Western Ontario Development Association
This region has recently up-dated the municipal industrial directory for 1965. Approximately 1000 copies have been distributed.

The general manager, W. G. Urquhart, is presently revising the available industrial buildings bulletin for the region.

GBDA - Georgian Bay Development Association
GBDA celebrated its tenth anniversary conference on September 13 and 14 at the Delawana Inn, Honey Harbour. Speakers included: Robert J. Boyer, vice-chairman, Ontario Hydro-Electric Power Commission; Raymond Dufour, director, Regional Development, Department of Industry and Commerce, Province of Quebec; W. J. Lavigne, commissioner, Area Development Agency, Department of Industry, Ottawa; Dr. Donald W. Wood, professor and director, Industrial Relations Centre, Queen's University, Kingston. The Honourable Stanley J. Randall, minister, Ontario Department of Economics and Development was the guest dinner speaker. The Honourable William G. Davies, minister, Ontario Department of Education gave the opening address.

COER - Central Ontario Economic Region
The Ontario Department of Economics and Development is continuing to receive requests for members of the Regional Development Branch to visit individual municipalities to outline the regional program. One municipality requested a speaker make a return visit to address a public function being held in the community.

NEWS BY REGIONS: (Continued)

COER - Central Ontario Economic Region
Council members of the Township of Chinguacousy are well aware of the economic pressures that many of the rural municipalities are being subjected to. They feel that these municipalities could be the nucleus of a development association for their region, since they know their problems and need the research and studies which can give them sound information and guidance upon which to base their future development.

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PROMOTION: Regional information and education, development of the regional concept, selling the region.

The highlights of last year's Golden Triangle Cruise, sponsored by the Eastern Ontario Development Association, have been recaptured in the magazine "Motor Boating", June 1965 issue.

A 7-page article, with pictures, describes the ten-day boat cruise along the 400 mile Rideau and St. Lawrence waterways. Details are given of stop-overs along the route also the historical landmarks seen by the flotilla. The author of the article describes the cruise "as bringing the boatman the charm of the past on waterways as modern as to-day".

The cruise proved so successful that the association intends arranging another in the future, H. Callan, general manager, advised recently.

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ECONOMIC DEVELOPMENT: Items on projects, techniques, reports, research and advice on economic development and industrial promotion.

A recent project of the United Kingdom Rural Industries Bureau was to compile a regional register of rural production engineering companies able to take on sub-contract work from larger concerns. Since the scheme began about £80,000 worth of work has been arranged through the bureau for such products as slip gauges, digital followers and precision ground cutting tools.

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PARKS AND CONSERVATION: News, activities, techniques, reports on regional outdoor recreational space.

Point Farm Provincial Park was opened this summer. The 500 acre park has accommodation for 4,000 people. The park is located north of Goderich on Lake Huron.

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RESEARCH:

Reports and statements on regional research activities, projects and objectives.

The Supervisors Inter-County Committee (SICC) of Detroit, Michigan has noted in its eleventh annual report, June 1965, that a major two-part report has been completed.

Entitled "Metropolitan Environmental Study - Sewage Disposal Problems", it covers the six-county region of south-eastern Michigan. This region is adjacent to the St. Clair Regional Development Association of Ontario. The SICC report goes on to say "over forty businesses, including financial institutions, public service corporations, newspapers and industry have contributed in amounts from $50 to $25,000 and some eight governmental agencies have contributed in amounts up to $100,000 to meet the cost of this study". John R. Wilt, senior vice-president, Manufacturers National Bank of Michigan, said "this is fine evidence of co-operation in obtaining a very desirable regional study for our future planning".

The water report deals with supply requirements for a six-county region over the next half century.

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PLANNING:

News of planning activity as undertaken by the regions and Ontario government agencies.

The Ontario Department of Municipal Affairs, Community Planning Branch, has on file at 801 Bay Street, Toronto, a list of individuals and companies who have indicated their wish to do planning consultant work in Ontario. W. H. Palmer, deputy minister, advises that this list ranges from those who have accomplished considerable work in this field, to those who have done no work at all, but who feel themselves capable of doing planning consultant work.

The Ontario Department of Municipal Affairs advise that they will make no attempt to assess the ability of the various firms and will not show preference to any particular one if asked. The onus is on the municipality, or other prospective client to make their own assessment.

A special file on consultants containing background and supporting data, submitted by the various consultants on the list, is open to public inspection in the department.

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MUNICIPALITIES:

Reports, activities and projects of interest to groups of municipalities.

An example of how a community can advertise itself was shown earlier this year by the Town of Elmira, located in the Mid-Western region of Ontario.

MUNICIPALITIES: (Continued)

9000 visitors from surrounding cities and towns (many from the U.S.) visited this community for the maple syrup and pancake festival. Stalls were set up in the main street where local produce such as sausages, cheese and apple butter were sold by the residents of Elmira and district. Maple syrup was provided through the courtesy of the Maple Syrup Producers, who also provided tours of the sugar bushes.

Response to this event was so great that plans are already underway to ensure that more than adequate facilities will be available next year.

The proceeds of this event went to the Elmira and District Association for Retarded Children.

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PROJECTS: Reports of current and impending projects undertaken, planned or suggested in regional economic development.

Six consultants from the Ontario Development Agency (ODA), Ontario Department of Economics and Development, will be available on September 14 & 15 at Waterloo and September 16 & 17 at Galt, for the purpose of holding private counselling interviews, advised Mr. Alan Etchen, director.

The Mid-Western Ontario Development Association scheduled a zone 3 introductory meeting September 13 at Kitchener. "Aid for Business" was the theme of the meeting and Mr. Etchen outlined the services of the ODA.

The Mid-Western Ontario Development Association worked closely with the Chambers of Commerce and Boards of Trade in Waterloo County arranging the above schedule.

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Mr. George Knapton, general manager, Northeastern Ontario Development Association, has announced that consultants from the ODA will visit the region on the following dates:

North Bay	-	October 18 & 19
Kirkland Lake	-	October 20
Timmins	-	October 21 & 22
Sault Ste Marie	-	November 4 & 5
Elliott Lake	-	November 3
Sudbury	-	November 1 & 2

The Ontario Development Agency was established in 1963 for the purpose of: (1) Providing advisory, technical and management services to all types of businesses in Ontario that qualify. (2) To provide financial aid through guarantees to companies unable to obtain financing through the regular lending institutions, and can otherwise qualify. (3) To assist in the introduction of new products or techniques. (4) To assist Ontario based companies to obtain financing from the regular lending institutions.

THE ASSOCIATIONS:

Douglas A. Fisher, general manager, Lake Erie Regional Development Association, recently spoke to members of the St. Thomas Rotary Club on regional development. Mr. Fisher advised the gathering that development of the region is a long-term program and takes three inter-related forms:

(1) - Economic planning which seeks to promote agricultural and industrial growth and takes into account population trends.

(2) - Physical planning which includes communications, housing, commercial developments in the town and country alike.

(3) - Social planning which is concerned with the welfare needs of the individual communities with recreation amenities, education and cultural life.

"There are many problems confronting the municipalities that can no longer be thought of in terms of being solved within the community",said Mr. Fisher. "It is essential that the communities must learn to co-operate on a united front in many of the problems confronting the respective area to be solved and a strong economic base is to be established and maintained. Rural and urban communities working together toward the overall development of the region and a long-range never ending program will benefit the region to-day, tomorrow and in the future".

The meeting was held at the Grand Central Hotel, St. Thomas.

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A "Conference for Women" is being arranged by the Women's Advisory Committee, Ontario Department of Economics and Development. Details are as follows:

October 26 - at the Village Inn, Sarnia.
" 28 - at the Cleary Auditorium, Windsor.

Speakers at these conferences will be Mrs. Una Abrahamson, director of the test kitchen, Chatelaine Institute; Miss Holly Armstrong, financial adviser to women, Toronto-Dominion Bank and Miss Christina Fairley, general manager, Furnishings Institute. The key speaker at Windsor will be the Honourable Stanley J. Randall, minister, Ontario Department of Economics and Development. Stuart W. Clarkson, deputy minister, Ontario Department of Economics and Development, will be the speaker at Sarnia. Mrs. Lilah Lymburner, chairman of the Women's Advisory Committee is the program chairman.

Attendance is by invitation only. Women who are interested should write to: Mrs. Margaret Ware, Executive Secretary, Women's Advisory Committee, Department of Economics and Development, 950 Yonge Street, Toronto 5, Ontario.

The annual conference of the Association of Housing Authorities will be held at the Royal York Hotel, Toronto, September 28 and 29.

Guest speakers will include: The Prime Minister of Canada, The Right Honourable Lester B. Pearson, The Honourable John R. Nicholson, minister of Citizenship and Immigration, The Honourable Stanley J. Randall, minister, Ontario Department of Economics and Development and Kenneth D. Sobel, chairman of the Ontario Housing Corporation. Mr. Soble will report on the first year of activities for the new housing agency.

While the conference is sponsored by the Ontario Association of Housing Authorities, delegates will be attending from other provinces, including the U.S.

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BIBLIOGRAPHY: A list of current publications and articles dealing with regional economic development.

"International Conference on Regional Development & Economic Change".

- Proceedings in book form - limited number of copies available upon request to the Regional Development Branch (see address below).

"Selected Legislative and Other Documents on the Preferential Assessment of Farmland".

Available from: Farm Production Economics Division,
Economic Research Service,
U.S. Department of Agriculture,
Washington D.C.

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THE CO-ORDINATOR

REGIONAL DEVELOPMENT

ONTARIO

How it works for ONTARIO MUNICIPALITIES

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The CO-ORDINATOR

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OCTOBER, 1965

The following article was originally printed in a news bulletin, dated August 1965, prepared by the Niagara Regional Development Association. "It could apply to any of the regional development associations serving Ontario municipalities" said John J. Pitt, president.

"What's in NRDA for me? ---- This is a question that continually comes to the mind of every citizen who has been asked to consider joining the NRDA".

"All we can truthfully say is that everyone - individual, organization, or municipality - will only profit by what they put into it. Regional development is an idea, an idea that has become a fact. It is the result of the efforts of many members who have donated time, talent, resources and money".

"NRDA, like the other eight regional development associations in Ontario, is a non-profit organization. The money raised through memberships and provincial grants is readily employed in the dissemination of information. Aside from the actual costs of administration, which are surprisingly nominal, all money collected is spent to provide factual information, literature, public meetings or special forums, in short - communications".

"Through communications each member is made aware of the multitude of projects which are being carried on throughout the region; research and statistical information is made available to avoid expensive duplication of effort. Through NRDA we can work together applying our talents and our resources to accomplish goals common to us all throughout the region and indeed throughout the province".

"Essentially NRDA brings to public view the problems that heretofore were hidden behind the walls of political boundaries, either out of necessity or in the belief that others were not interested. By pointing out some of these problems and providing the people of the Niagara region with a vehicle through which they can work together, many such problems in the areas of community planning, conservation, agriculture, public parks, pollution and economic studies have been solved".

"Many hands can make light work; they can also move mountains of indifference. What can you get out of NRDA? Join and help to move a mountain or two. The accomplishment is a wonderful reward".

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REGIONALISM:

Governor Nelson A. Rockefeller's regional development program for the State of New York was introduced to the State's third region this month.

The major meeting was held in Buffalo on October 14 for municipal officials, industrialists, educators, planners and community leaders. Invitations to residents of the New York Economic Region, the Niagara Regional Development Association and the Regional Development Branch was extended by the State Office for Regional Development.

The regional development program announced by the State of New York in May this year, has been introduced in the New York State and Lake Champlain Economic Regions of New York, where regional development associations have been formed.

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TOURISM:

The following article was published in a recent issue of "Travel News from Ontario", prepared by the Department of Tourism and Information.

"Tweed, Ontario ---- Visitors seeking tourist information in this eastern Ontario community go straight to jail".

"To put it another way, the local goal, built at the turn of the century and long in disuse, has been converted into an unusual reception centre for those holidaying in Land O'Lakes, a history-rich region famed for its fishing".

"Sandwiched between a municipal office and a church, the jail house is a tourist lure in itself. Measuring just 13½ feet by 17 feet, it is believed to be the smallest calaboose in North America".

"Despite its value as a local landmark, the old stone building was doomed for destruction earlier this year when the Township of Hungerford, on whose property it stands, wanted it torn down for a driveway into its equipment yard. One local had even bid for its limestone blocks to build a wall in his garden".

"The plan might have succeeded too, but for a hard-hitting campaign waged by the town's only newspaper, "The Tweed News", which fought week after week in its editorial page and news columns for its retention. The township finally capitulated and turned over the deed to the town for one dollar".

TOURISM: (Continued)

"An alert chamber of commerce quickly seized upon turning it into a tourist reception centre. In its only cell are housed stacks of maps, brochures and other literature for interested visitors who are invited 'behind bars' to pose for a fun-type holiday photo".

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RURAL DEVELOPMENT:

An agreement has been reached between federal/provincial ARDA (Agricultural Rehabilitation Development Act) to share the cost of a $650,000 development program in the District of Manitoulin.

Approximately $250,000 will be spent to develop further the recreational tourist facilities of the area; $200,000 on a program of forest management and $184,000 on the turkey industry where improvements are expected to raise production to 70,000 birds per year.

The District of Manitoulin is composed of an island and a strip of mainland on the north shore of Lake Huron. The area is predominately rural and its economy is based on the production of dairy products, beef, poultry, hogs and unprocessed wood products. The fishing and natural beauty of the district are prime recreational attractions.

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NEWS BY REGIONS:

EODA - Eastern Ontario Development Association
The board of directors met on October 6 at the Talisman Inn, Ottawa. A luncheon followed, to which mayors and reeves in the region were invited to attend and discuss with their local Members of Parliament the subject of decentralization of industry. Incentives for industry to locate in areas of slow industrial growth and low income are advocated by EODA. A resolution endorsed by 29 municipalities was passed at the meeting to this effect.

NRDA - Niagara Regional Development Association
Approximately sixty persons attended the joint zone meetings of Haldimand County and Brant County on October 7. The topic under discussion was the future of the Lower Grand River Valley. Representatives from the Ontario Department of Economics and Development, Department of Tourism and Information, Department of Energy and Resources Management, Ontario Water Resources Commission and Grand Valley Conservation Authority, participated in the general discussions. A motion was passed by the meeting endorsing action on the "save the Dunville dam project".

NEWS BY REGIONS: (Continued)

LODA - Lake Ontario Development Association
This association is preparing its program for the Annual Municipal Relations Conference, scheduled for October 27. Guest dinner speaker will be the Honourable E. J. Bensen Minister, Department of National Revenue.

The board of directors have appointed a committee to work with the general manager on an investigation of low water levels of the lakes in the region.

SCRDA - St. Clair Regional Development Association
The board of directors have announced the appointment of W. M. Snider, as the new general manager in this region. Mr. Snider was formerly assistant manager of the Georgian Bay Development Association.

LERDA - Lake Eric Regional Development Association
LERDA held a one-day Economic Conference on October 21.

Douglas Fisher, general manager, advised that the books on the proceedings of the International Regional Conference, held last February, were distributed to 26 libraries and 34 secondary schools within the region.

NWODA - Northwestern Ontario Development Association
Alexander Phillips, general manager, addressed a civic luncheon following the official opening of the Shoal Lake Fisheries Plant at Keewatin on October 5. The Honourable Kelso Roberts, minister, Department of Lands and Forests participated in the opening ceremonies.

The general manager visited Duluth, U.S.A., to meet with industrial executives to see operations at an expanded forest products plant in Minnesota.

NEODA - Northeastern Ontario Development Association
The general manager, George Knapton, advised that there is a tremendous amount of interest in the community college program, following the talks given by N. A. Sisco, director, Technological and Trades Training Branch, Ontario Department of Education. The meetings were held in zones 5, 6 and 7

The Municipal and Industrial Manual for this region has been revised and copies of the 1965 issue are now available.

The Honourable Stanley J. Randall, minister, Ontario Department of Economics and Development will address the board of directors at a meeting scheduled for November 19 in Sault Ste Marie.

NEWS BY REGIONS: (Continued)

MODA - Midwestern Ontario Development Association
The Ontario Development Agency's counselling program, sponsored in Waterloo County (zone 3) last month was very successful, the general manager, W. C. Urquhart, advised. Agency staff over a four-day period interviewed 56 industries. Approximately 65 business and industrial people attended the introductory "Aid for Business" meeting held in zone 3. The program will be expanded to the other three zones during the month of November, Mr. Urquhart said.

GBDA - Georgian Bay Development Association
GBDA are preparing a display for the National Electronics Conference in Chicago, scheduled for October 25-26-27. All member municipalities have been invited to submit industrial brochures. The booth will be staffed by representatives from Orangeville, Barrie, Collingwood, Orillia and the federal government. The general manager will be available as the regional spokesman. It is hoped that industrial leads in the electronics field will be the result of this effort, said W. N. Keefe, general manager.

COER - Central Ontario Economic Region
The Regional Development Branch has recently received a letter from the Corporation of the Township of Toronto, under the signature of the clerk, with the following recommendation: 'That the Township of Toronto notify the Regional Development Branch of the Department of Economics and Development that this municipality will be pleased to be a member of the proposed region consisting of the counties of Halton, Peel, York and Ontario and further, that the Reeve be authorized to appoint the necessary committees from this municipality'.

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ECONOMIC DEVELOPMENT:

The Lake Erie Regional Development Association officially released copies of the Atlas on Economic Growth at their Economic Conference.

Copies of this Atlas will be distributed to the University of Western Ontario, libraries and grade eleven students who are taking the economics course.

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PROMOTION:

As part of the Province of Saskatchewan's 60th anniversary celebrations, the Jubilee and Centennial Corporation, in co-operation with the various provincial government departments, accomplished a vast tree planting program.

During the last two weeks of May and the first week in June 50,000 four-year old white spruce trees were distributed to school children in grades five and six for home planting. Each student receiving a tree was supplied with an illustrated brochure outlining instructions on the planting and care of the white spruce.

The Jubilee and Centennial Corporation will look to expanding the tree planting program in 1966 and 1967, thus enhancing the natural beauty of the province by a project linking both the province's Diamond Jubilee and Canada's Centennial with a visual reminder of the twin celebrations.

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PARKS AND CONSERVATION:

A new concept of parks was outlined by Professor Norman A. Pearson, Town Planner, University of Waterloo.

Professor Pearson addressed more than 200 delegates from Canada and the U.S. at the National Conference of State Parks at Port Carling recently.

The plan to use full land resources on a regional basis, rather than establishing defined park districts, was outlined at the meeting. Professor Pearson said that the creation of the North Georgian Bay Recreation Reserve by the provincial government is one of the bolder advances in the field of recreation. The basic idea of the new recreational reserve is to be ahead of the demand and search out the area, which within a few decades will be extensively used by vacationers.

The Georgian Bay Recreational Reserve lies between Parry Sound and Algoma and encompasses 4,500 square miles. The location itself is evidence of how severe the pressures are on recreational resources, Professor Pearson remarked. The reserve is a simple new approach to the question of land resources and recreational demand on a regional basis.

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RESEARCH:

On October 21, 1965, at Middlesex College, University of Western Ontario, London, the Lake Erie Regional Development Association presented its Fall "Economic" Conference on Elgin, Middlesex, Norfolk and Oxford Counties.

The general purpose of the conference was to show the state of the region in certain major sectors of its economy, at the same time indicate the individual standing of the counties and the larger municipalities within the region. Measures of growth and progress were given.

A slide presentation comprising twenty-three graphic charts were shown to the audience. The slide showing and the accompanying material gave to the region a body of information upon which the strong elements could be highlighted and from which the weaker elements could be extracted and improved where necessary.

The Special Research and Surveys Branch, Ontario Department of Economics and Development, compiled the statistical data and the Regional Development Branch prepared the charts.

This slide presentation was the third of its kind, the first being at a Georgian Bay regional meeting earlier this year. The second at the Lake St. Clair Economic Forum in June.

A panel discussion followed the slide presentation. Speakers included: Clarence Plested, Massey Ferguson, Joseph Jeffery, chairman of the board, London Life Insurance Company, Robert Woxman, president Kelvinator of Canada Limited.

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PLANNING:

The Community Planning Association of Canada, Ontario Division, is sponsoring a conference for elected and appointed officials of Ontario's planning boards and municipal leaders.

The conference theme: "How Regional Planning and Regional Government Would Affect Your Community", which is the fourth in the series of "Planning Problems and Progress" conferences, will consider "What is your next step and who should take the initiative? It will examine a number of major planning issues, such as hydro, highways, water and sanitation and will attempt to resolve which should be the concern of regional government, which provincial and which should remain within local municipal jurisdiction.

The conference will be held at the Royal York Hotel, Toronto on November 17-18-19, 1965.

MUNICIPALITIES:

The following excerpt is from an address given recently by the Honourable George E. Gomme, Minister Without Portfolio, at the Annual Convention of the Association of Mayors and Reeves.

"There are some areas where we can help to make things easier for ourselves. For example, many municipalities carry by-laws which are no longer being used, or which are no longer enforced. These should be weeded out, as they will not only clutter up the records, but add unnecessary confusion by their very presence. It is difficult enough for the new councillor to keep abreast of the operating by-laws without the additional obstacle of those by-laws which are non-operating".

"Once the initial clearing-out has been done, it is a comparatively simple matter to set up a schedule of continuing scrutiny to avoid a future build-up of obsolete by-laws".

- The Municipal World.

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THE ASSOCIATIONS:

The critical shortage of doctors and dentists in the Midwestern region is causing great concern to the residents.

The Midwestern Ontario Development Association is actively engaged in this problem and has been in touch with the Ontario Department of Citizenship and Immigration in an attempt to bring professional medical services to the region.

At a recent board of directors meeting several suggestions were brought forward as incentives to encourage doctors and dentists to the area. It was the unanimous opinion of the board that a tour of the municipalities within the region, by graduate doctors and dentists, might be arranged through the co-operation of the association and the municipalities concerned.

The general manager, W. G. Urquhart, was directed to pursue this idea.

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BIBLIOGRAPHY:

"REGIONAL PURCHASING"
-A purchasing study of local government in the southeast Michigan Metropolitan Six-County region.
Available from: Metropolitan Fund Inc.,
One Woodward Avenue,
Detroit, Michigan.
Price $2.50

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For further information please contact:
Regional Development Branch,
Department of Economics and Development,
950 Yonge Street,
Toronto 5, Ontario.
Telephone 365-5451 (Area code 416)

REGIONAL DEVELOPMENT

the Co-ordinator

Working for Ontario Municipalities

NOV/DEC. 1965.

DEC 27 1965

The CO-ORDINATOR

VOL: 3, #8

On November 17, at the Royal York Hotel, Toronto, The Honourable J. W. Spooner, minister, Ontario Department of Municipal Affairs, addressed delegates attending a conference held by the Community Planning Association of Canada (Ontario Division). Here, in part, is what Mr. Spooner said:

"Lack of interplanning stands as a bar to progress and municipal government as we know it is doomed unless cities and counties are able to come together in some common form. Too often there is a back door line of communication between city and county governments. As a result, two different viewpoints and two different vocabularies have been helped to form invisible barriers.

"Flexibility is the key to the problem in Ontario. If we do not change the system to meet new circumstances, somebody else is going to take the ball away and set up a different ball game. I would stress that Ontario legislation is permissive and will allow local solutions to local problems.

"In 1849, Robert Baldwin gave us the Municipal Act, the basis of our municipal structure. To-day, world population explosion and matching explosion of human knowledge and technology are pressing realities of our time. The rapid "regionalization" of the world has been a significant trend since the second world war. A new approach is needed which will simplify and enlarge the scope of community action. These changes demand modifications at local government level which will accommodate growth, but at the same time protect those valuable things upon which we build better communities.

"Here in Ontario the county is emerging as the local geographical starting point to serve as a basis for regional government. It has the resources - administrative, financial and political - to handle many urbanization problems. But it must be realized that planning is a custom job as each municipality is different from its neighbours.

"The 21st century seems a long way off, but some of the new generation will see the results of our projects. In drawing up plans for progress, there must be a strong local desire to improve and grow. Joint local co-operation is essential if we are to keep pace with our fast changing world and unless we begin to arm ourselves now, we will not be ready to cope when new crises hit us. To meet the needs of our future citizens requires hard thinking and careful planning at all local and provincial levels".

REGIONALISM:

"A preliminary plan for the regional development of Dublin, Ireland was submitted recently to the Irish Minister for local government.

"Prepared by Professor H. Myles Wright, Professor of Civic Design at the University of Liverpool, the plan attempts to balance the needs of a growing city with the desire to retain Dublin's historic architectural character.

"The plan projects for Dublin City and County by 1985, a population increase of over 350,000, an increase of 124,000 jobs and a quadrupling of the ratio of automobiles to population. Professor Wright points out that a vast amount of land will be needed for the movement and parking of automobiles and warns that 'the needs of the motor vehicles must be weighed against the value placed upon environment'.

"The report takes cognizance of the difficulty of implementing the plan in view of archaic 'local authority boundaries in the region' and issues a call for co-ordination of regional, county and local requirements 'in terms of a program as well as plans'".

- Metropolitan Area Problems News & Digest,
The Graduate School of Public Affairs,
State University of New York, Building #8,
State Campus, Albany, New York 12226.

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TOURISM:

Fishing was once again at the top of the list as the main tourist attraction in the Lake Ontario region, advised D. W. Kingdon, general manager, Lake Ontario Development Association.

This was confirmed by surveys taken at three U.S. Sportmen's Shows attended by LODA staff in Harrisburg, Cleveland and Buffalo earlier this year. There is, however, a widespread and increasing interest in camp sites and trailer parks, said Mr. Kingdon.

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RURAL DEVELOPMENT:

The Ontario Federation of Agriculture at its recent convention in Toronto passed a resolution as follows:

"That County Federations of Agriculture through their rural development committees establish a liaison with the regional development associations".

Chairman of the rural development committee of the OFA is Reverend A. A. Daynard of Staffa, Ontario.

Part of the convention's report of the rural development committee states: "the OFA recommends that each county or area set up a committee to study and carry out research into local needs and resources (human, natural and physical), in order to implement an intelligent action program".

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NEWS BY REGIONS:

EODA - Eastern Ontario Development Association

On November 24, approximately 148 delegates representing business, municipal and industrial fields, federal and provincial governments, attended EODA's fall conference at the Talisman Motor Inn, Ottawa.

Panelists discussed: "The Gold in the Golden Triangle and "World Markets for Canadian Industry". Guest luncheon speaker was Frank Rolph, president, Clark-Stone Ltd., Toronto.

NRDA - Niagara Regional Development Association

The executive committee of the board of directors advised that zone members will be responsible for the future clipping of newspaper items from local papers. This will relieve NRDA 's office staff from a time consuming operation, said the president, J. J. Pitt.

Service groups and organizations in the region can obtain a guest speaker for meetings by contacting the NRDA office. Directors are available to talk to these groups on regional development at noon or dinner meetings, said the general manager, J. A. Richards.

NEWS BY REGIONS: (Continued)

LODA - Lake Ontario Development Association

The increasing demand for marble in Ontario has resulted in LODA staff make a preliminary survey on the potential of extracting marble in the Lake Ontario region. Samples are being taken and Mr. Kingdon, general manager, expects to make an announcement of his findings when all the information has been gathered.

The marble mines are located in an area designated by the Department of Industry, Ottawa.

SCRDA - St. Clair Regional Development Association

An 8-page description of a regional development program of the St. Clair Economic Region, based on the preparation of a regional advisory plan and a continuing economic base analysis program, has been turned over to Acres Research and Development Ltd. An estimate of cost for the development of a full scale blue print for the program is being prepared by the Niagara Falls consulting firm.

W. M. Snider, executive director, will produce industrial development brochures for a limited number of member municipalities during 1966.

LERDA - Lake Erie Regional Development Association

This region held a four-county zone meeting on December 8 at London. Guest speaker was N. A. Sisco, director, Technological Trades Training Branch, Ontario Department of Education. Mr. Sisco spoke on the community college program.

LERDA staff are preparing for a one-day industrial seminar scheduled for January 19, 1966. Promotion of internal growth of existing manufacturing plants will be discussed. A case study is being prepared by Professor S. Martin, School of Business Administration, University of Western Ontario. The Seminar will be held at the Carousel Motor Hotel,London, Ont.

NWODA - Northwestern Ontario Development Association

Alexander Phillips, general manager, presided at the Canada Day Program of the Mississippi River Parkway Commission in New Orleans recently. The Honourable J. A. C. Auld, minister, Ontario Department of Tourism and Information and the Honourable Gurney Evans, minister, Department of Commerce and Industry, Manitoba, were guest speakers.

The annual meeting of the board of directors is scheduled for December 16 at Fort William. Representatives from 29 member municipalities will review the association's activities during the past year and set guidelines for the office staff to follow in the months ahead, said William Spicer, president.

NEWS BY REGIONS: (Continued)

NEODA - Northeastern Ontario Development Association

The general manager's report from July to November indicates that 14 industrial enquiries were received during this period. Four of these enquiries were from new prospects interested in the Northeastern region and ten from companies already established in the region.

The general manager, George Knapton, attended the official opening of the radio station CKAP in Kapuskasing. The regional development program was discussed on a five minute taped interview between Mr. Knapton and the station's news editor.

During the period under review, the general manager met with eight municipal councils. He also made 18 personal calls on mayors, reeves, clerks and chambers of commerce.

MODA - Midwestern Ontario Development Association

The final report of the Economic Research and Feasibility Study, prepared by Dryden & Smith, was presented to the board of directors recently. To complete the study a report of recommendations and conclusions will be submitted. These conclusions will be based on the findings of the previous four reports, together with the information contained in the Economic Survey of the Midwestern Region, prepared by the Ontario Department of Economics and Development.

The general manager, W. G. Urquhart, made personal calls on banks, railways and government departments in Chicago and Cleveland, U.S.A. during the month of November.

GBDA - Georgian Bay Development Association

A joint seminar sponsored by the Area Development Agency, Department of Industry, Ottawa; and GBDA, was held on November 23 at Bracebridge. Approximately 143 delegates heard discussions on the seminar theme: Financial Incentives in Designated Areas. Speakers included: Peter York, director Trade & Industry Branch, Ontario Department of Economics & Development and two senior officials of the Area Development Agency, W. J. Lavigne, commissioner and S. C. Severson, regional co-ordinator.

W. N. Keefe, general manager, prepared a booklet on designated area legislation relating to the Georgian Bay region. Copies were distributed at the meeting.

COER - Central Ontario Economic Region

Two county meetings have been held to further the formation of the proposed Central Ontario Development Association:
County of Halton - November 4 in Oakville.
County of Peel - November 25 in Brampton.

NEWS BY REGIONS: (Continued)

Central Ontario Economic Region (Continued)
These meetings were attended by delegates representing municipalities within the counties. Organizations such as conservation, planning boards and the Federation of Agriculture were also represented.

The regional film "Strategy for Change" was presented at both meetings. Guest speakers included: Dr. Eric Beecroft, professor of political science, University of Western Ontario, London; Gordon B. Mallion Q.C., former president, Ontario Regional Development Council; Reed Menzies, president, St. Clair Regional Development Association and W. Neville Keefe, general manager, Georgian Bay Development Association.

A committee was formed at each meeting to act as an interim group, pending the formal election of officers. These are as follows:

County of Halton:

L. A. Duby	-	Mayor, Acton
W. G. Reaume	-	Oakville
Gordon Gallagher	-	Burlington
W. Coulter	-	Campbellville

County of Peel:

C. Clark	-	Reeve, Chinguacousy Twp.
M. Pembry	-	Caledon Twp.
W. Large	-	Brampton
Mrs. H. McCallion	-	Streetsville
H. Allan	-	Reeve, Bolton
I. McMullin	-	Albion Twp.
George Seymour	-	Caledon East Twp.
M. Robinson	-	Toronto Gore Twp.

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PARKS & CONSERVATION:

The regional parkland ratio of five acres per thousand persons in Metropolitan Toronto and seven-and-a-half acres per thousand persons in the planning area is recommended in the recently published "Proposed Official Plan of the Metropolitan Toronto Planning Area".

Regional parkland ratios in the United States suggests ten acres per thousand people in the region.

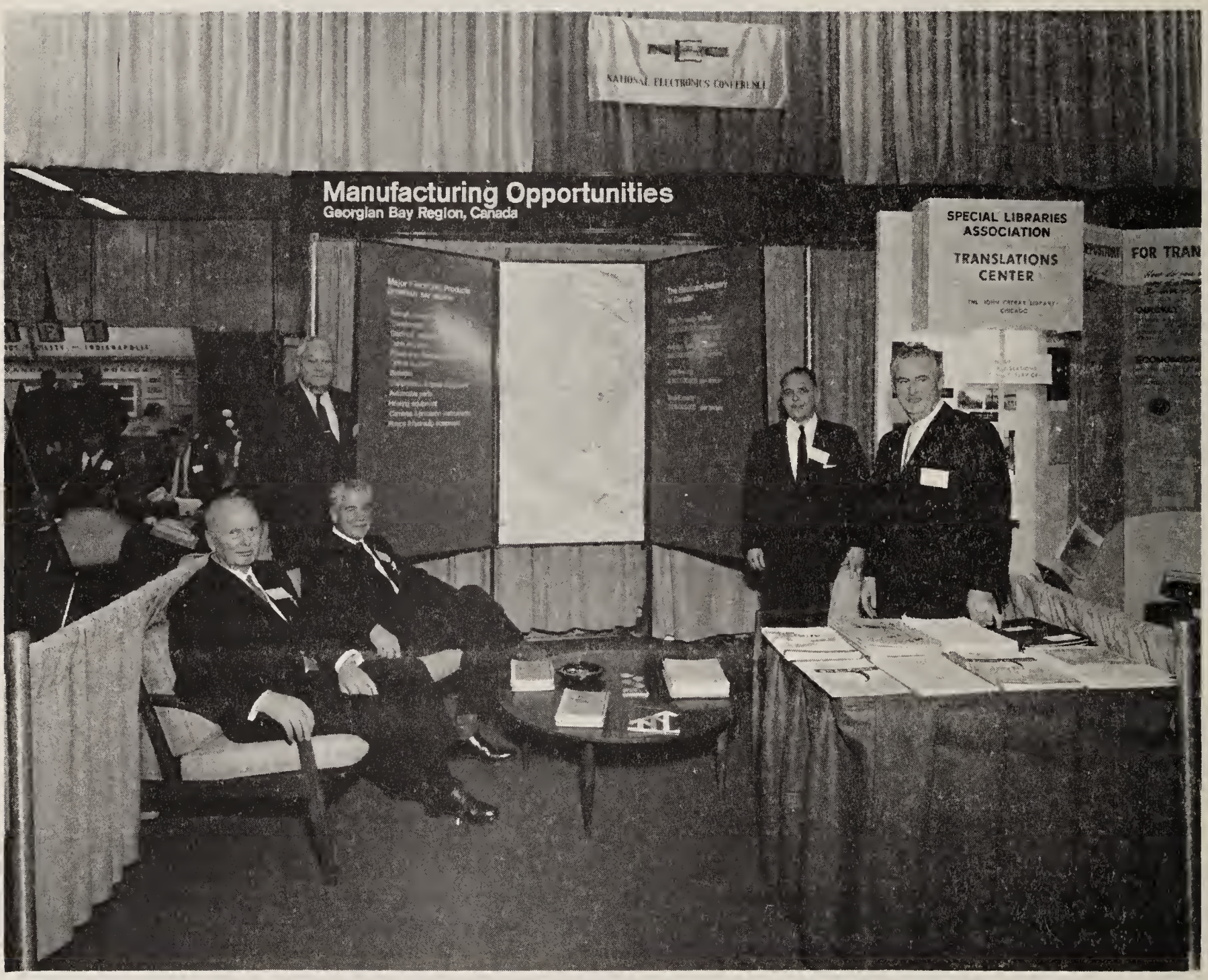
SURVEY OF ONTARIO REGIONS

	Percent Increase in Employment		Percent Increase in Payrolls		Average Weekly Wages and Salary	
	1949 - Mar.65	Mar.64 - Mar.65	1949 - Mar.65	Mar.64 - Mar.65	Present	Incr.Mar.64 - Mar.65
Eastern Ontario	22.1	3.6	163.6	6.5	$ 88.56	2.7
Lake Ontario	10.0	3.4	149.4	9.7	93.29	6.0
Central Ontario	45.2	5.0	224.7	11.2	100.63	6.0
Niagara	14.5	8.2	155.7	15.7	107.21	7.0
Lake Erie	35.9	5.5	184.0	7.6	86.80	4.0
St. Clair	5.6*	10.4	126.3	26.2	121.05	14.3
Midwestern Ontario	27.1	4.6	163.2	11.1	83.50	6.2
Georgian Bay	30.2	2.1	176.0	8.2	75.85	6.0
Northeastern Ontario	31.6	6.9	171.9	10.9	110.35	3.8
Northwestern Ontario	17.1	4.9	126.2	6.3	102.42	1.3
All Regions	27.8	6.0	181.6	12.8	100.04	6.5

*Note this decrease

Prepared by: Industrial Research Division,
Trade & Industry Branch,
Ontario Department of Economics & Development.

PROMOTION:



The above picture shows the Georgian Bay Development Association's exhibit at the National Electronics Conference in Chicago on October 25-26-27.

GBDA members manning the booth are: left to right, Stan Wallace, Collingwood; J. A. Maude, Orangeville (standing); H. H. Bairstow, Barrie; W. Neville Keefe, general manager, GBDA; W. E. Barfoot, Orillia.

Over 20,000 persons attended the show, which included over 500 exhibitors across the United States.

RESEARCH:

A water resources research institute has been established at the University of Waterloo, Waterloo, Ont.

The organization is concerned with water supply and pollution problems, the design of water networks, physical processes in the Great Lakes, planning of resources and the fundamental physical nature of water and solutions.

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PLANNING:

Maps showing those areas of Ontario where subdivision applications have been made in the period of 1946-1965 are available in limited quantities from the Community Planning Branch, Ontario Department of Municipal Affairs, 801 Bay Street, Toronto 5.

Each map covers an area of more than 200 square miles and shows the location and approximate size of applications submitted for approval under Section 28 of the Planning Act.

Such material compiled on a regional basis is designed to be of substantial assistance to regional boards, municipalities, developers, industrial and mercantile research and to planning boards.

Regions covered are St. Clair, Lake Erie, Niagara and parts of Central Ontario, Georgian Bay, Eastern Ontario and the areas Chelmsford, Capreol, Copper Cliff and Coniston in Northeast and Twin Cities in Northwest.

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MUNICIPALITIES:

A course for municipal councillors, scheduled for February 9, 1966, at the University of Western Ontario, will be headed by qualified and experienced municipal people from our four-county economic region, announced Douglas Fisher, general manager, Lake Erie Regional Development Association.

The course is open to anyone interested in this field.

THE ASSOCIATIONS:

George Knapton, general manager, Northeastern Ontario Development Association, reports a most successful board of directors meeting in Sault Ste Marie on November 19 and 20 which, he said, was highlighted by the attendance of the Honourable Stanley J. Randall, minister, Ontario Department of Economics & Development.

On November 19, following press, radio and T.V. interviews, Mr. Randall toured The Algoma Steel Corporation and attended an informal luncheon hosted by J. B. Barber, vice-president finance. A motor tour of residential, business and industrial areas of the city followed. Mayor Alex Harry, Sault Ste Marie, introduced the minister to approximately one-hundred municipal, business and industrial representatives from the entire northeastern region at a dinner meeting held in the Windsor Hotel.

The following morning Mr. Randall met privately with the board of directors of the Northeastern Ontario Development Association. Problems pertaining particularly to the Northeastern region were discussed, said Mr. Knapton.

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COUNTIES:

Recognizing the increasing importance of the county government unit in Ontario and the new move of county government both in Canada and the United States, "The CO-ORDINATOR" will carry as a regular item henceforth information on county government and the latest developments in Ontario. This step has been taken on the suggestion of the regional boards of directors.

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BIBLIOGRAPHY:

"AREAS OF ECONOMIC STRESS IN CANADA"
- Proceedings of a conference covering a wide range of topics in the field of regional economic development.

Available from: Industrial Relations Centre,
Queen's University,
Kingston, Ontario.
Price: $5 ($6.50 hard cover)

****

Published by: Regional Development Branch, Ontario Department of Economics and Development, 950 Yonge St., Toronto 5, Ont. Area code **416. 365-5451.**

Ontario Regional Development Associations:

Eastern Ontario Development Association,
864 Lady Ellen Place,
Ottawa 3, Ontario.
729-7985

Georgian Bay Development Association,
P.O. Box 190,
185 King Street N.,
Midland, Ontario.
526-2632

Lake Ontario Development Association,
Clapper Building, 263½ George Street,
Peterborough, Ontario.
742-5986

Northeastern Ontario Development Association,
447 Main Street East,
North Bay, Ontario.
472-1410.

Northwestern Ontario Development Association,
Room 208, News Chronicle Building,
Port Arthur, Ontario.
344-6111

Niagara Regional Development Association,
Box 69,
Grimsby, Ontario.
945-2404

Mid-Western Ontario Development Association,
258 Ontario Street,
Stratford, Ontario.
271-6780

Lake Erie Regional Development Association,
591 Wellington Road S.,
London, Ontario.
434-9159

St. Clair Regional Development Association,
382 Wellington Street W.,
Chatham, Ontario.
354-5344

REGIONAL DEVELOPMENT

DEPARTMENT OF MUNICIPAL AFFAIRS
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DEPT. OF MUNICIPAL AFFAIRS
FEB 21 1966
ADVISER'S OFFICE

Working for Ontario Municipalities

JANUARY/FEBRUARY, 1966

"Support of regional development associations is highly recommended" said G. M. Douglas, vice-president, sales, Union Gas Company of Canada Limited.

In a five-page trade letter dated November 15, 1965, sent to architects and engineers, Mr. Douglas reviewed the current activities of the regional development associations in Southwestern Ontario.

In his summary Mr. Douglas states:

"It is evident that many different approaches can be made in the work of regional development associations, but they have a common goal. With the high calibre of senior personnel engaged in these activities, successful results are inevitable.

"Membership in regional development associations is increasing, due to the general recognition that they are administered solely by the people in the region, but with some assistance from the provincial government.

"It is expected that regional development associations will have a more significant role in the future and they will be influential by co-ordinating the activities of members within the regions".

Mr. Douglas urged his sales, region and division managers to participate in regional activites. He said, "in addition to gaining knowledge of growth patterns in the area, our representatives will have an opportunity to meet the elected officials of urban and rural communities".

* * * * * *

REGIONALISM:

"Regional Development and its Economic Value" was the subject of a talk given recently by W. N. Keefe, general manager, Georgian Bay Development Association. Mr. Keefe was guest speaker at a two day conference in Vernon, B.C.

"British Columbia does not have regional development associations such as we have in Ontario", said Mr. Keefe, "but some of their more closely related municipalities attempted to band themselves into a development association. Prime example of this is the group of municipalities in the Okanagan Valley, clustered around the three cities of Vernon, Kelowna and Penticton. A regional development association was formed a few months ago to exploit their advantage as a designated area".

Other program participants were: Ray Kersey, industrial commissioner, British Columbia; Ken Ford, industrial commissioner, City of Galgary; Tom McLaughlin, federal co-ordinator, Area Development Agency, Nova Scotia and Joe Bergasse, federal co-ordinator, Area Development Agency, New Brunswick and Prince Edward Island.

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The Town of Exeter feels so strongly about regional development associations that they are now active members of two.

Exeter, a member of the Midwestern Ontario Development Association for several years, has also recently joined the Lake Erie Regional Development Association.

"Its geographic closeness to the City of London was one of the reasons Exeter joined our association", said Douglas A. Fisher, general manager, Lake Erie Regional Development Association.

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A "Committee of One Hundred" was formed recently to develop specific proposals from a study which urged closer ties among the 404 local governmental units in Detroit and six southeast Michigan counties.

Formation of the committee representing key local officials in the area was announced by William M. Day, chairman of the board of trustees of Metropolitan Fund Inc. Metropolitan Fund is a non-profit organization devoted to research and solution of regional problems.

Mr. Day, president, Michigan Bell Telephone Company, said the committee will review a recent Metropolitan Fund report on government organization and develop proposals from it. The report's key recommendation was that a council of governments be formed to spur co-operation among local governmental units in the area.

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TOURISM:

Closer liaison between tourist councils and the development associations has been furthered by the recent announcement of the Midwestern Tourist Council to establish the Council's secretariat in the offices of the Midwestern Ontario Development Association at 258 Ontario Street, Stratford.

The boundaries of the Midwestern Ontario Development Association and the Tourist Council are identical.

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"Harbours of Refuge", a chain of small craft emergency ports will be built every fifteen miles on the coast of the Great Lakes in Wisconsin to make small craft boat operations a safer, more popular and larger part of the recreational economy.

Financing suggested is three-quarters of one per cent of state motor fuel tax receipts.

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AGRICULTURE:

"Can an Expanding Urbanism and a Prosperous Agriculture Exist in the Same Region?" This question was raised by Dr. E. G. Pleva, professor and head, Geography Department, University of Western Ontario. Here in brief is what Dr. Pleva said:

"Ontario is already a food deficient area and has been so for many years.

"We must recognize agriculture as a major industry in the four-county Lake Erie region. For example, the value of agriculture in any two of the four counties is greater than that of the four Atlantic Provinces combined. Surely this is an industry that deserves careful planning for its continued success.

"There are thousands of acres of low quality land in Elgin, Middlesex, Norfolk and Oxford Counties that can provide standing room for urban growth, thus keeping our good agricultural land as intact as possible".

Dr. Pleva's remarks were made recently to the "Plant Food Council of Ontario".

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NEWS BY REGIONS:

EODA - Eastern Ontario Development Association
An advisory service for local businessmen was arranged by EODA, in co-operation with local chambers of commerce. On February 15, 16 & 17 consultants from the Ontario Development Agency (ODA) were available at the Tops Marina Motor Hotel, Smiths Falls, for the purpose of holding private counselling interviews. Arrangements were also made for the ODA consulting team to be available at Renfrew on February 22, 23 & 24.

NRDA - Niagara Regional Development Association
This region is presently preparing for its 8th Annual Conference scheduled for March 9 & 10 at Prudhommes Garden Centre, Vineland. Guest dinner speaker is G. O. B. Davies, Dean of Arts and Science, Brock University. Other speakers include: Mrs. Helen Morningstar, director, National Board of Directors, Consumers Association of Canada, Dr. M. W. Farrell, chief economist, The Steel Company of Canada, K. Hunt, manager, Canadian National Railways, London Region and William A. O'Neil, project director, Welland Canal Twinning Project.

NRDA held a Lakefront Seminar at the Casablanca Motor Hotel Grimsby on February 9. Approximately 130 delegates attended.

A Brantford High School teacher along with a group of his students attended a zone meeting held in Caledonia recently. We were very pleased to have them in our audience, said the president J. J. Pitt.

LODA - Lake Ontario Development Association
LODA staff, in co-operation with the Trade & Industry Branch, Department of Economics and Development, are preparing a Trade Development Forum to be held at the Empress Hotel, Peterborough on March 2. The program will be of interest to business and municipal leaders, said the general manager, D. W. Kingdon. Panelists will discuss manufacturing under licensing arrangements, also import and export markets.

LODA representatives attended a Sportman's Show at Columbus, Ohio on February 12 - 20.

SCRDA - St. Clair Regional Development Association
Arrangements are being made to hold a Forum on the automotive trade agreement. The meeting will be held at the Pyranon Ballroom, Chatham on March 30. Program participants are: H. J. Peacock, United Autoworkers; C. D. Arthur, deputy director, Mechanical Transport Branch, Department of Industry, Ottawa; R. Todgham, vice-president and operations manager, Chrysler (Canada) Ltd; M. J. Ripley, vice-president and general manager, Canadian Filters Limited. Program moderator: G. R. Horne, Dean of Business Administration, University of Windsor.

NEWS BY REGIONS: (Continued)

LERDA - Lake Erie Regional Development Association

The Municipal Government Conference, sponsored by LERDA, was attended by approximately 170 delegates. John Wintermeyer, Q.C. spoke on "The Democratic Process and Municipal Government". Other program participants were: R. H. Cooper, city clerk, London; E. C. Reid, city clerk, St. Thomas; R. G. Morrow, city manager, Woodstock; G. Cameron, city treasurer, Sarnia; Charles Black, clerk-treasurer, Aldborough Township; Dr. Eric Beecroft and Dr. E. G. Pleva, University of Western Ontario. A breakdown of the audience indicated that approximately two-thirds were elected municipal officials and one-third appointed.

Five new member municipalities for 1966 have been reported by this association: Windham Township (Norfolk County); Dereham Township (Oxford County); West Nissouri Township (Middlesex County); North Walsingham Township (Norfolk County) and the Town of Exeter.

NWODA - Northwestern Ontario Development Association

W. Luke Francis, Mayor of Keewatin, was elected president of this association at the recent annual board of directors meeting. He succeeds William H. Spicer, Fort,William.

The general manager's report indicates that during 1965 this association prepared a brief to the Select Committee on Mining, urging a more generous program of roads construction to mining communities. The association developed a brief emphasizing the barrier to shipping and industrial operations in Fort William Harbour posed by the half-century old James Street Bridge. The general manager made an oral presentation to the Royal Freshwater Fish Commission at its Lakehead hearing concerning protection for regional fish processing plants against unlicensed fish dealers from outside the province. The association maintained close liaison with Ontario ARDA. NODA, in co-operation with the Lakehead Chamber of Commerce, appealed against the increased freight rates in Northwestern Ontario. Special reports were prepared for industrial prospects interested in possible site location.

GBDA - Georgian Bay Development Association

Approximately 135 delegates registered at GBDA's semi-annual conference on January 26, at Midland. Panelists included: Mrs. R. W. Morningstar, Consumers' Association of Canada; W. H. Cranston, chairman, Ontario Economic Council and president Shoe Corporation of Canada; R. E. Goodin, chairman, Ontario Food Council. Guest dinner speaker was H. I. Macdonald,chief economist, Province of Ontario.

NEWS BY REGIONS: (Continued)

NEODA - Northeastern Ontario Development Association
The Honourable James Auld, minister, Ontario Department of Tourism and Information spoke at the board of directors dinner meeting on February 25.

The board of directors have approved the formation of a committee to promote Northeastern Ontario. Preliminary arrangements are underway for industrial tours to bring business and industrial representatives into the region, said the general manager, George Knapton. The first tour covering the eastern half of the region is scheduled for June. A second tour is scheduled for September, covering the western portion of the region.

MODA - Midwestern Ontario Development Association
Closer liaison between the County Federations of Agriculture and this association was endorsed at the recent meeting of the board of directors. The board felt that because of the many problems common to both groups an exchange of ideas and suggestions could give guidance to the association for the rural projects, possibly adding strength to both organizations.

COER - Central Ontario Economic Region
A request to show films on regional development was received recently by the Regional Development Branch. The request came from E. J. Norris, reeve, Georgina Township. Mr. Norris organized a meeting in the Community Hall, Pefferlaw on January 13. Municipal leaders from surrounding communities were invited to attend. In spite of bad weather prevailing at the time, 44 persons participated at the meeting. The films shown were: "Strategy for Change" and "Challenge of Change".

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A meeting was held in Uxbridge on January 27 regarding the formation of the proposed Central Ontario Development Association. The Honourable M. B. Dymond, M.D., minister, Ontario Department of Health was in the audience. The chairman acknowledged his presence and Dr. Dymond replied by urging municipal co-operation through regional development.

Approximately 69 municipal representatives attended the meeting. The regional concept was explained by three panelists and a question and answer period followed. Both regional films were presented. A committee was formed pending the formal election of officers.

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PARKS & CONSERVATION:

Extract from an article in National Parks Magazine, dated April 1965, by Darwin Lambert.

"Signs abound in America today that the pursuit of happiness is no longer to be identified with the pursuit of perpetual growth; that production of material wealth should move over for creation and practice of the art of living; that conquest and alteration of the earth should give way to harmonizing the nature inside ourselves with the nature around us.

"Despite vast adventures in space, we are seeing ever more clearly that earth is where we live and will continue to live. It should be dedicated not to an endless production drive that subordinates all to economic multiplication, but instead to establishment and maintenance of the best possible home for humanity. Odds against ever finding another planet as well suited for humanity are not worth the gamble. We must take care of this one".

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RESEARCH:

Over 460 research projects being undertaken by the Ontario government and associated agencies are listed in a 78-page index published recently by the Ontario Economic Council.

The index does not include all areas of research, but concentrates on the types of investigation of interest to the industrial sector, such as agriculture, architecture, chemistry, earth sciences, engineering, forestry, life sciences and physics.

It is expected the index will be revised anually, with future editions containing some generalized descriptions of research activities by industrial research laboratories, said W. H. Cranston, chairman, Ontario Economic Council.

Editorial director of the index was Dr. A. D. Misener, M.A.,Ph.D.,F.R.S.C.,M.E.I.C., University of Toronto.

Copies of the 1965 Research Index are available through the offices of the Ontario Economic Council, Department of Economics and Development, 950 Yonge Street, Toronto 5, Ontario.

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ECONOMIC DEVELOPMENT:

Extract from "Industrial Development and Manufacturers Record", Conway Research Inc., Atlanta, Georgia, dated December 1965.

"As an industrial facility planner, you will be glad to learn that the industrial promotion activities of the 60 states and provinces are getting further and further away from the hand-shaking, back-patting, dining and wining treatment of older days.

"In fact you hear more and more of 'planning' and 'research' and 'feasibility' and 'market studies' than you do of treating the industrial prospect to a night (or nights) on the town.

"The industrial facility planner will find it even more interesting, perhaps, to learn that the change is resulting in more effective operations.

"Regionalization of development efforts and the recognition that political boundaries are not worthwhile economic groupings are two more symptoms of a healthier, more dynamic group of development agencies. The disease of 'county court myopia' is no longer the dreaded thing it was in the past. The blinders are being taken off all of North America.

"New groupings and regional programs have only recently been announced by North Carolina, Kansas, Oklahoma, Georgia and Mississippi. Older regional programs (and perhaps leaders of todays trend) include New York and Pennsylvania".

"Results are showing, especially in those states that have supported the change with adequate resources of people and dollars".

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PLANNING:

"In these days of increasing urbanization when the tempo of development is increasing at a fantastic rate, life would border on anarchy if planning control was not exerted on development. Services could not be planned ahead of time, ultimate demands would be impossible to calculate.

"Future traffic patterns would be unknown and highways could hardly be planned to satisfy unknown volumes. Future school demands could not be calculated or sites chosen without the guidance of a plan. These examples must suffice to cover many others which will come to the reader's mind, such as the glue factory appearing next to the $30,000 home in an unplanned area".

A. Greaves "A Common Sense Approach to planning", September 1965 edition, The Canadian Realtor.

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PROMOTION:

There has been a definite increase in activities since the association moved to its present location in London, said Douglas A. Fisher, general manager, Lake Erie Regional Development Association.

The sign outside our office has resulted in businessmen pulling in off the highway to make enquiries about our four-county economic region, said Mr. Fisher.

The above picture shows the sign erected outside the Lake Erie Regional Development Association's office at 591 Wellington Road South, London, Ontario.

MUNICIPALITIES:

Communities should get together in their campaigning for a community college, advised D. H. Craighead, administrator, Technological and Trades Training Branch, Ontario Department of Education. About one hundred briefs, or communications, have been received from groups seeking a college, said Mr. Craighead. When communities start jockeying for position the selection of sites becomes difficult.

Mr. Craighead spoke to an audience of approximately 50 persons, representing Middlesex, Elgin, Oxford and Norfolk Counties. The meeting, sponsored by the Lake Erie Regional Development Association, was held in London recently.

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COUNTIES:

Blanket inclusion of three counties (Bruce, Grey and Simcoe) in the Georgian Bay Development Association, was announced recently by the general manager, W. N. Keefe.

"This concept of total county participation is a new venture into regional development and only time will tell the effectiveness of such a scheme", said Mr. Keefe. "From the association's point of view, it will increase the efficiency of the organization by at least 20% inasmuch as it will allow promotional work to take the place of the annual membership drive", he said.

The Georgian Bay Development Association comprises four counties - Bruce, Grey, Simcoe and Dufferin, as well as the Districts of Muskoka and Parry Sound.

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THE ASSOCIATIONS:

The Eastern Ontario Development Association (EODA) is calling a meeting of industrial representatives for all municipalities in Eastern Ontario. Discussions will take place on a proposed aerial survey of the Golden Triangle, by Spartan Air Services.

The survey would analyse and assess the potential of the eleven counties of Eastern Ontario in relation to industrial development, recreation, tourism, agriculture, forestry, population and labour, retail trades, services and transportation. It would be most useful as a guide for policy decisions in future plans of the association in all phases of economic development in the Golden Triangle, said Harry Callan, general manager, EODA.

The Spartan Air Service team, which includes an economic geographer, agricultural economist, statistician and forester, would act as an advisory group for a number of years, Mr. Callan said.

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A provincial conference for women will be held at the King Edward Hotel, Toronto on April 28, 1966.

Speakers will include: Dr. Reva Gerstein, a Toronto psychologist; Mrs. Una Abrahamson, Chatelaine Magazine and S. W. Clarkson, deputy minister, Ontario Department of Economics and Development. Mrs. Lilah Lymburner, Women's Advisory Committee will be the program chairman.

Attendance is by invitation only. Further information may be obtained from: Mrs. Margaret Ware, executive secretary, Women's Advisory Committee, Ontario Department of Economics and Development, 950 Yonge Street, Toronto 5, Ontario. Telephone 365-5288.(Area Code 416)

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"CONSOLIDATION OF SECTIONS OF THE STATUTES OF ONTARIO"
- relating to regional development and inter-municipal co-operation. Revised 1965.

Available - free of charge - from:
Regional Development Branch,
Ontario Department of Economics & Development,
950 Yonge Street,
Toronto 5, Ontario.

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Published by: Regional Development Branch, Ontario Department of Economics and Development, 950 Yonge St., Toronto 5, Ont. Area code **416. 365-5451.**

Ontario Regional Development Associations:

Eastern Ontario Development Association,
864 Lady Ellen Place,
Ottawa 3, Ontario.
729-7985

Georgian Bay Development Association,
P.O. Box 190,
185 King Street N.,
Midland, Ontario.
526-2632

Lake Ontario Development Association,
Clapper Building, 263½ George Street,
Peterborough, Ontario.
742-5986

Northeastern Ontario Development Association,
447 Main Street East,
North Bay, Ontario.
472-1410.

Northwestern Ontario Development Association,
Room 208, News Chronicle Building,
Port Arthur, Ontario.
344-6111

Niagara Regional Development Association,
Box 69,
Grimsby, Ontario.
945-2404

Mid-Western Ontario Development Association,
258 Ontario Street,
Stratford, Ontario.
271-6780

Lake Erie Regional Development Association,
591 Wellington Road S.,
London, Ontario.
434-9159

St. Clair Regional Development Association,
382 Wellington Street W.,
Chatham, Ontario.
354-5344

REGIONAL DEVELOPMENT

the Co-ordinator

Working for Ontario Municipalities

MARCH/APRIL, 1966

Increased grants to regional development organizations and a comprehensive survey of the province's human and physical resources was announced recently by the Honourable John P. Robarts, Prime Minister of Ontario.

Reading a 25-page statement called "Design for Development", Mr. Robarts told the legislature that Ontario's existing regional development associations will be renamed "councils" and receive a basic grant of $15,000 each plus an additional grant of $10,000 on a matching basis.

The comprehensive inventory of the province's resources, he said, will be undertaken by the Ontario government and the universities, in consultation with the new regional development councils.

To implement the program at the government level, a committee of the cabinet will be established for the purpose of planning priorities, co-ordinating government activity and directing the preparation of regional development plans. This cabinet committee will be assisted by a senior departmental advisory committee of civil servants familiar with the regional activities of their departments.

Mr. Robarts said that under the new program it will be the aim of most operating departments and agencies of the Ontario government to work toward the gradual establishment of common administrative regions.

Praising the work of Ontario's present nine regional development associations, Mr. Robarts said the newly named regional councils will be encouraged to initiate their own programs as well as to make proposals for provincial action.

As a means of encouraging the increased participation of county and local municipal councils and in recognition of the growing importance of the functions and advice of regional citizens' groups, the government will recognize the regional development associations by legislation and rename them regional development councils.

Mr. Robarts stressed that the new regional development plan will not disturb the existing power and authority of municipal and county councils. He also indicated the program will not interfere with any future considerations of adjustment in local area government.

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REGIONALISM:

Douglas A. Penfold, assistant deputy minister, Ontario Department of Reform Institutions, met recently with the board of directors of the Lake Erie Regional Development Association at London. Mr. Penfold spoke on the concept of regional jails.

Explaining the structure of regional detention centres (regional jails) Mr. Penfold stated that a recent Act of the Ontario Legislature provides that 2 counties or more may unite to build a regional jail. He informed the board that up to fifty per cent of the erection costs (exclusive of land expenditures) will be borne by his department.

A prototype of the ideal centre is presently underway in Napanee, Ontario, said Mr. Penfold. This new jail will serve the 4 counties of Addington, Frontenac, Hastings and Prince Edward.

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A request for literature on the International Conference on Regional Development and Economic Change was received recently by the Regional Development Branch from the U. S. Department of Commerce, Office of Regional Economic Development, Washington, D.C.

The Regional Development Branch was informed by the U. S. Department of Commerce that they will distribute the conference transactions to the new regional commissions which are presently being set up in New England, Great Lakes and Ozarks areas.

The International Conference on Regional Development and Economic Change was held by the Ontario Department of Economics & Development in February, 1965.

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TOURISM:

Wisconsin is paying cash for fishing, hunting and scenic easements and development rights on private property. The sale of the easement in no way alters the full ownership rights of the land owner (they continue unchanged). The property may be owned, sold, or speculated in without change.

In twenty-two months fishing and stream easements on 475,000 feet of lake and stream frontage were acquired for an average of thirty cents a foot. Over ninety miles of water frontage was secured on property for $141,000.

Scenic easements on fifty-five miles of highway were acquired at an average cost of $650 a mile. The scenic easement prevents destruction of the scenic character of the highway by destructive development, but does not interfere in any other way with the owner's rights.

A hidden benefit is that unlike outright state purchase or expropriation the sale of the easement does not remove the property from the local tax roles as an assessment figure and a municipal revenue source.

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At a dinner meeting held by the Northeastern Ontario Development Association in Timmins on February 25, the Honourable James Auld, minister, Ontario Department of Tourism and Information, spoke to guests on the importance of the tourist industry to our economy. Mr. Auld said that tourism was not only the interest of the tourist operators, but should be the interest of everyone. He went on to point out how the tourist dollar - going from accommodation owner, gas station operator or restaurant proprietor to the painter, the plumber, the automobile dealer, the hardware store, the jewellery store and so on - continues to work in the community long after the tourist has departed.

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AGRICULTURE:

On March 10, at Prudhomme's Motor Hotel, K. E. Lantz, assistant deputy minister, Ontario Department of Agriculture, spoke to delegates attending the 8th annual conference of the Niagara Regional Development Association. Here in part is what Mr. Lantz said:

"The 5 counties in the Niagara region produced by value nearly ten per cent of the total Ontario farm output in 1965. Cash receipts from the sale of farm products accounted for well over $90 million. While fruit and vegetable production are main revenue producers, livestock and livestock products represent a very large percentage in the 5-county area as a whole and while the Niagara area is one of the main fruit producing areas in Canada, the tender fruit-producing area below the escarpment is one of the few good areas in North America.

"The production of food to-day is part of a great complex, including not only producers themselves, but as well, manufacturers, suppliers, processors, distributors and retailers. In this context, agriculture, or food supply, directly or indirectly, accounts for forty per cent of the output of this country.

"The Niagara area, while an important food producer, is also a very important market for food. It is estimated that the population here consumes about 10 million pounds of cheese, 8 million pounds of butter, 250 million pounds of whole milk and cream, not including all other dairy products, 120 million pounds of red meats, approximately 20 million pounds of poultry meat, as well as 27 million pounds of fresh fruits and vegetables, or equivalent.

"Considerable concern has been expressed about our urban use of good agricultural land. Nowhere is the concern more evident than here in the Niagara region. It so happens that this area has good transportation facilities and a concentrated market, which, in turn promotes industrial and urban growth. It also happens that within this same area, one of the best soil and climatic conditions exists for tender fruit production. In looking to the future, there are two opposing points of view. One observation made and supported by many is that by the end of this century, an area covering nearly fourteen counties in Central Ontario will have been taken out of production. The other view is that with modern know-how and continued research and incentive prices for products produced, we cannot calculate our potential ability to produce. Nevertheless, with an expanding population and greater market potential here, in other parts of the country and in other countries, the loss of good agricultural land to non-returnable urban uses, is a real concern.

"By 1980, it is estimated that Ontario will have about 9 million people. The population of the Niagara development area will no doubt be somewhat over 1 million. Increased food requirements will have to be met through higher production, good marketing organization and facilities to meet

AGRICULTURE: (Continued)

circumstances that will prevail. The many situations with which we will be confronted in the years ahead can be met realistically through common understanding that will contribute in a vital way toward the growth and well-being of agriculture and the food supply business in this region."

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NEWS BY REGIONS:

EODA - Eastern Ontario Development Association
The association held its annual meeting on April 28 at Ottawa. Guest speaker was the Honourable Stanley J. Randall, minister, Ontario Department of Economics & Development.

Information covering municipalities within the region has been prepared and published by the association. Copies of the data book will be distributed to industrial agents in Canada and the U.S.

NRDA - Niagara Regional Development Association
During the calendar year 1965 this association convened thirty zone meetings within the 5 counties of the region. In addition eleven directors meetings were called, as well as executive and committee meetings of the board of directors. A total of 8 seminars were held throughout the region on industry, parks and recreation, planning, conservation and agriculture. The general manager attended 145 meetings during the period under review.

LODA - Lake Ontario Development Association
LODA received 1500 written enquiries following their recent attendance at the Sportmen's Show at Columbus, Ohio. The information is being correlated and will be sent out to member municipalities.

Approximately 95 delegates attended the Trade Development Forum held at the Empress Hotel on March 2.

Preliminary discussions are underway between LODA and the conservation authorities within the region. Organization of a clean water conference is being considered.

SCRDA - St. Clair Regional Development Association
Approximately 120 delegates attended the Automotive Trade Agreement Forum held in Chatham on March 30. Copies of the speeches have been reproduced and distributed to registered delegates.

NEWS BY REGIONS: (Continued)

SCRDA - St. Clair Regional Development Association (Continued)
John Garton of Leamington was elected president of this association at a recent board of directors meeting. He succeeds R. Reed Menzies of Bothwell.

Other elected officers are: 1st vice-president: Stanley Campbell; 2nd vice-president: Fred Cada; Secretary-Treasurer - Alan Cousins.

LERDA - Lake Erie Regional Development Association
The Chief Economist of the Province of Ontario, Ian Macdonald, was the key-note speaker at the annual meeting of the association on April 27 at London, Ontario.

Annual county zone meetings have been held to date in Simcoe, Woodstock, St. Thomas and London. R. K. Goodin, Ontario Food Council, Ontario Department of Agriculture was the speaker at each meeting.

The Lake Erie Regional Development Association is preparing for its forthcoming spring conference. The conference chairman will be Dr. E. G. Pleva, professor and head, University of Western Ontario, London. The conference is scheduled for May 18, 1966 at the University of Western Ontario. This year's theme is "Our Municipal and Regional Resources of the Visitor Industry - Now and in 1967".

NWODA - Northwestern Ontario Development Association
As the result of the combined efforts of NODA, the Lakehead Chamber of Commerce and individual persons, a $50,000 grant under ARDA has been authorized by the Ontario Minister of Agriculture, the Honourable William Stewart. With the announcement of the approved grant it was made known that 250 cattlemen, farmers, businessmen and others had made application for shares in the "Lakehead Co-operative Abattoir", totalling nearly $50,000 with more applications still being received, said NODA's general manager, Alexander Phillips.

Recognition of the work and activities of the Northwestern Ontario Development Association was given by the business magazine "Trade & Commerce", by selecting the association's manager, Alexander Phillips, as its "Man of the Month" in the December, 1965 issue.

NEWS BY REGIONS: (Continued)

GBDA - Georgian Bay Development Association

This association recently announced the appointment of Kenneth R. Hawkes as a consultant with GBDA. For the past seven years Mr. Hawkes served as planning administrator for the Town of Midland, being fully responsible for all phases of planning as well as conducting many of the surveys which resulted in an official plan for the town. In addition to his duties as planning administrator he served as zoning administrator and secretary-treasurer of the planning board and committee of adjustment.

The 1966 edition of the marine facilities map has just been released by this association. Copies will be forwarded to marinas, yacht clubs, the Canadian Hydrographic Service and other interested outlets.

NEODA - Northeastern Ontario Development Association

The general manager's report to the board of directors indicated that during the year 1965-66 the association had direct contact with, or prepared information for forty industrial development enquiries. Of these forty, nineteen dealt with existing establishments and twenty-one new ventures. These enquiries were related to agriculture, natural resource development, natural resource processing, secondary manufacturing, distribution and servicing facilities and tourism.

The annual meeting of the association was held on April 29 at the Park Lane Hotel, Kirkland Lake. Members of Parliament and Members of the Legislative Assembly representing Northeastern Ontario were invited to attend the luncheon, along with mayors and reeves throughout the region.

MODA - Midwestern Ontario Development Association

MODA announced recently that fifteen per cent of each municipal fee collected will be allocated as tourist council membership and transferred to the tourist council account. This enables the tourist council to participate in the MODA promotion program by developing suitable literature on the area, said W. G. Urquhart, general manager.

The Federation of Agriculture has been invited to join in each of MODA's zones to set up an agricultural committee for a nominal fee of $50. Each Federation at the county will get two voting members on the zone committee. This in turn makes them eligible for membership on the board of directors, if so elected from the zone.

NEWS BY REGIONS: (Continued)

CORDC - Central Ontario Regional Development Council
Municipal representatives from the Counties of Halton, Peel, York and Ontario, met at the Beverly Hills Motel on April 14, to elect officers for the newly formed council. These are as follows:

President	-	David Lewington, Pickering Township. (Ontario County)
Vice-president	-	L. A. Duby, Mayor of Acton. (Halton County)
Secretary	-	F. J. McKechnie, councillor, Toronto Township. (Peel County)
Treasurer	-	E. J. Norris, reeve, Georgina Township. (York County)

The immediate business program of the council was outlined, including a membership drive by each zone chairman to increase the participation by municipalities in the work of the council.

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PARKS & CONSERVATION:

The City of Barrie has requested the Georgian Bay Development Association to look into the need for a trailer park off Highway 400 at Barrie.

Delegates attending a recent zone 3 meeting in Orillia felt there was a definite need. C. J. Griffin, a director of the association, explained that when tourists with trailers and campers stop at the Information Centre on Highway 400 at Barrie they find that Bass Lake Provincial Park and Devil's Glen are filled to capacity, so they proceed on with the hope of finding a camping spot.

In the opinion of the delegates, camps of this type are far too small to accommodate the influx of summer visitors.

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RESEARCH:

Ontario's Lake Erie economic region (counties of Middlesex, Oxford, Elgin and Norfolk) has enjoyed an average annual growth rate of 5 per cent over the last decade, according to a survey released by the Ontario Department of Economics & Development.

RESEARCH: (Continued)

The 154-page report shows that manufacturing output in the Lake Erie region reached $800 million in 1965. Largest growth factor in the 4-county region has been industry although, the report states, agricultural production has increased steadily during the last ten years.

The Lake Erie Region Economic Survey is the eighth in a series of studies prepared by the department's Applied Economics Branch.

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ECONOMIC DEVELOPMENT:

To learn about how distressed communities overcame their difficulties, the Committee for Economic Development, 711 5th Avenue, New York 10022, studied 5 American communities that experienced major loss of employment and undertook extensive local activity to find new sources of jobs. The efforts made to hold industry and to attract new industry comprised the bulk of each study.

The studies are described in a new book called "Community Economic Development Efforts - 5 Case Studies". Each contains a description of ways in which the management of local government and community affairs has contributed or obstructed specific efforts to increase employment. (See Bibliography section).

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PLANNING:

"Regional planning is often the most logical and economical approach towards meeting pollution problems. The water pollution control agencies of Michigan, Indiana, Ohio, Pennsylvania and New York and the Department of Health, Education and Welfare of the United States government will encourage such regional planning activities".

This statement was one of twenty-seven points adopted by the second session of the conference on "Pollution of Lake Erie and its Tributaries", held by the U. S. Secretary of Health, Education and Welfare on June 23, 1965 in Cleveland, Ohio.

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PROMOTION:

A campaign to promote the 4 counties of Wellington, Perth, Waterloo and Huron, has been authorized by the board of directors of the Mid-western Ontario Development Association (MODA).

The three-year program was unveiled recently to municipalities within the region by the association's manager, W. G. Urquhart. Under the slogan "MODA Means Business" the promotion program will present the entire area of the 4 counties so attractively by pamphlets and other literature that people will be drawn to the region to live, holiday, or establish industries, said Mr. Urquhart.

The main activities during the first year would centre around preparing and producing publications with some limited advertising. The second year, an extensive program of advertising in Canada, with limited exposure in the United States would be implemented. During the third year, mass exposure would be concentrated outside of Canada with a nominal amount of advertising in Canada.

The costs for this promotional program will be raised as follows:
1) An increase in MODA associate business and industry members.
2) By selling advertising in certain publications. (3) By attempting to get several major industries to underwrite a portion of the program in return for credit line mention in one of the publications. (4) A general increase in MODA municipal members and doubling of municipal fees.

The program will be under the direction of an advertising agency hired by the board of directors.

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MUNICIPALITIES:

Completion of a publication for municipal officials has been announced by the Ontario Municipal Association.

The handbook, entitled "The Municipal Council and Councillor in Ontario", is an outline of the powers, organization and operation of municipal councils, the function of municipal councillors in Ontario and the relationships of councils to other municipal and government bodies.

The handbook, last published in 1949, has been revised and up-dated by the author, Professor K. Grant Crawford, director, Institute of Local Government, Queen's University, and by a special committee of the Association.

Copies of the publication will be available from: The Ontario Municipal Association, Suite 219, 77 York Street, Toronto 1, Ontario. Tel. EM.4-4627 (area code 416). Price $1 per copy.

PROJECT:

Plans for the first industrial tour covering the eastern half of the Northeastern Ontario region have been finalized.

The tour leaves Toronto on June 18 by Canadian National Railway to North Bay and will travel on the Ontario Northland Railway from North Bay to Cochrane to the historic Fort at Moosonee on James Bay. The tour will visit: Cochrane, Iroquois Falls, Timmins, Matheson, Kirkland Lake, the Tri Town area (Cobalt to New Liskeard) Temagami and Sturgeon Falls.

The tour is scheduled to return to Toronto on June 24. A fee of $100 will include all costs for transportation, motels and meals.

The second tour of the western area of the region is scheduled for the Fall of this year.

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COUNTIES:

The counties of Huron, Perth and Wellington have endorsed the "Moda Means Business" program by accepting memberships on a county-wide basis, said W. G. Urquhart, general manager, Midwestern Ontario Development Association.

To date municipal and township memberships total 68 out of a possible 80.

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Almost 100 delegates attended the workshop held by the Association of Ontario Counties at Brockville for the Counties of Eastern Ontario on April 22.

****

THE ASSOCIATIONS:

Hailed as being the first time such a project has been undertaken for the region, the St. Clair Regional Development Association received praise for its production of a calendar for 1966.

THE ASSOCIATIONS: (Continued)

The calendar utilizes pictures taken throughout the three counties of Lambton, Kent and Essex.

The purpose of the calendar is to make persons outside the St. Clair region aware of some of the advantages of locating within the region. In this regard it serves a two-fold purpose, that of industrial promotion and tourist promotion, said W. M. Snider, executive director.

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BIBLIOGRAPHY:

"COMMUNITY ECONOMIC DEVELOPMENT EFFORTS - 5 CASE STUDIES"
- Committee for Economic Development,
  711 5th Avenue,
  New York 10022.
  Price $2.75

"DESIGN FOR DEVELOPMENT"
- Statement by the Prime Minister of the Province of Ontario on Regional Development Policy.

  Obtainable from: Regional Development Branch,
  Ontario Department of Economics & Development,
  950 Yonge Street,
  Toronto 5, Ont.

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Published by: Regional Development Branch, Ontario Department of Economics and Development, 950 Yonge St., Toronto 5, Ont. Area code **416. 365-5451.**

Ontario Regional Development Associations:

Eastern Ontario Development Association,
864 Lady Ellen Place,
Ottawa 3, Ontario.
729-7985

Georgian Bay Development Association,
P.O. Box 190,
185 King Street N.,
Midland, Ontario.
526-2632

Lake Ontario Development Association,
Clapper Building, 263½ George Street,
Peterborough, Ontario.
742-5986

Northeastern Ontario Development Association,
447 Main Street East,
North Bay, Ontario.
472-1410.

Northwestern Ontario Development Association,
Room 208, News Chronicle Building,
Port Arthur, Ontario.
344-6111

Niagara Regional Development Association,
Box 69,
Grimsby, Ontario.
945-2404

Mid-Western Ontario Development Association,
258 Ontario Street,
Stratford, Ontario.
271-6780

Lake Erie Regional Development Association,
591 Wellington Road S.,
London, Ontario.
434-9159

St. Clair Regional Development Association,
382 Wellington Street W.,
Chatham, Ontario.
354-5344

REGIONAL DEVELOPMENT

the Co-ordinator

Working for Ontario Municipalities

MAY, 1966

VOL: 4. #3

'MODA Means Business'. "I commend your new slogan gentlemen," said the Honourable Stanley J. Randall, minister, Ontario Department of Economics & Development, in his address to the 10th Annual Conference of the Midwestern Ontario Regional Development Council at New Hamburg on May 31.

"As part of your new 'MODA Means Business' program, for example, I'm pleased to note that in your region, counties are now paying on a county-wide basis for towns and townships within the county structure. This has meant a vast increase in your membership of municipalities and townships.

"I commend your county councils for taking this significant step in furthering regional development. For we are now getting a broader participation in regional planning. That's what 'Design for Development' means - everyone has a voice (and let's hope that your major cities will also show the same spirit of leadership)".

Mr. Randall continued, "The provincial government also is responsible for giving direction to regional land use and economic development planning. This planning must include consideration of water supply, sewage disposal, transportation facilities, highways, agriculture, mining, location of industry and supply of labour.

"The advice and participation of local citizens and municipalities are necessary ingredients in our program of regional development. The Ontario government is asking you, as representatives of regional citizen bodies to initiate your own programs and to make proposals for provincial action. Your autonomy and your willingness to work on a volunteer basis will continue to be recognized".

****

REGIONALISM:

New York State voters on November 2, 1965, approved a one-billion dollar bond issue to inaugurate a six-year crash program designed to clean up pollution in the state's rivers, streams and lakes. The bond issue, the largest borrowing ever voted on in New York, will provide 60 percent of the funds needed to carry out Governor Rockefeller's $1.7 billion 'pure waters' program proposed a year ago.

The state will pay 30 percent of the total cost and prefinance an expected federal contribution of 30 percent of the cost of constructing new interceptor sewers and sewage treatment plants. Localities throughout the state will be responsible for the remaining 40 percent.

In addition to the bond issue, the new program provides tax deduction for industries in the state amounting to the full construction cost of treatment plants; state aid of one-third of the cost of operating and maintaining a local pollution control plant and measures to speed up enforcement of pollution laws.

In conjunction with the drive for 'pure waters', legislative leaders approved the Governor's request to allocate $860,000 for a stepped up water resources planning program.

-source: Metropolitan Area Digest,
Building #8,
State Campus,
Albany, New York 12226.

****

The regional films "Challenge of Change" and Strategy for Change" have been shown on 10 provincial T.V. network stations and eight national stations throughout Canada.

The films were also telecast on U.S. stations.

****

Mr. MacKay.
Regional Development Officer
5451
these films can be
had from him
at any time.

TOURISM:

A new organization has been formed to co-ordinate and develop tourist promotion in seven holiday areas of south central Ontario. Involving eight counties, the areas are Great Pine Ridge, Highlands of Hastings, Haliburton Highlands, Kawartha Lakes, Land O'Lakes, Madawaska Valley and Quinte's Isle. The new organization will be known as the Seven Holiday Areas Promotion Executive (SHAPE).

Representatives from the holiday areas within the region, Ontario Department of Tourism and Information and Ontario Department of Economics and Development, were brought together by the Lake Ontario Regional Development Council in Peterborough.

The SHAPE committee will initially join hands with the Lake Ontario Regional Development Council in sponsoring travel shows for the centennial year.

****

More than 200 inquiries have been received from prospective entrants in the Lake of the Woods international sailing race planned for August 14 - 21 this year. It is destined to be one of the unique competitive sports events of the year, set in one of the most beautiful land and water areas on the continent, said Alexander Phillips, general manager, Northwestern Ontario Regional Development Council.

The five-day sailing course will cover 175 miles from Baudette, Minnesota to Kenora, Ontario, touching Morson, Sioux Narrows and Oak Island and return to the American Centre.

Information on the race can be obtained from the Lake of the Woods International Sailing Race Committee, Kenora, or the Baudette Chamber of Commerce.

****

RURAL DEVELOPMENT:

- Source of the following articles:
  Rural Areas Development, U.S. Department of Agriculture,
  Office of Information, Washington D.C. 20250. (Newsletter #74 - March 1966)

American businessmen can help ease the nation's farm unemployment and urban congestion problems by locating more plants in rural areas, said W. B. Murphy, chairman, Business Council and president Campbell Soup Company. Mr. Murphy spoke at the January 31 meeting of the National Advisory Committee on Rural Areas Development.

RURAL DEVELOPMENT: (Continued)

Mr. Murphy said that his company, which has built 20 of its 26 plants in rural areas, found a large number of skilled workers and many others that can be trained in most communities.

Company executives who once worked in urban plants also find that they like the advantages of living in a small town. Mr. Murphy said, "it isn't long before we have a real difficult time tranferring our executives from the country. One big advantage is that it only takes about 10 minutes to get to work".

****

Organized by the National Farmers Union, elderly low-income farmers are being enrolled for highway beautification projects. They will be trained in gardening, landscaping and nursery work while they help beautify the state highways.

This green thumb project is being financed by the Office of Economic Opportunity and by local contributions. It involves the co-operation of nurserymen, the state highway departments and the U.S. Department of Agriculture. It helps solve many problems at once - beautification, manpower training for landscape work and income for the low-income aged.

****

NEWS BY REGIONS:

EORDC - Eastern Ontario Regional Development Council

The board of directors recently elected Jack Spence of Ottawa Gas Company, as president of this regional council. He succeeds Ray Mucklestone.

Copies of the Golden Triangle tourist folder have been distributed by the council throughout Canada and the northern United States. 150,000 copies were printed this year, advised Harry Callan, general manager.

NRDC - Niagara Regional Development Council

A co-operative venture between the Counties of Lincoln and Welland and the St. Lawrence Seaway Authority was discussed at a meeting on June 1, J. A. Richards, general manager reports. The meeting, organized by the regional council, talked on the planning and development of the expansion of the Welland canal. Approximately 100 persons attended.

Industrial commissioners representing municipalities within the Niagara region met with council staff to talk over co-operative industrial development for the region. The meeting was held at the Casablanca Motel on May 26.

NEWS BY REGIONS: (Continued)

NRDC - Niagara Regional Development Council (Continued)
Agricultural representatives from the five-county region, including ARDA committee chairmen and J. A. Richards, met with H. F. Crown to discuss future operations of the ARDA committees in the region.

LORDC - Lake Ontario Regional Development Council
Attended by 35 delegates, a meeting was recently convened between six conservation authorities, Ontario Water Resources Commission, Ontario Department of Lands & Forests, Ontario Department of Tourism & Information and the Haliburton Cottage Owners Association.

Clear mandate was given to the regional council to hold a regional clean water conference, aimed at setting out suggested steps of action. The organizing committee met on June 2 at Peterborough and established a date in October for a one-day conference to include a luncheon, panel discussions and addresses by pollution authorities.

SCRDC - St. Clair Regional Development Council
Completion of an economic study of the Walpole Island Indian Reserve was announced recently by the board of directors. The 62-page report, studies the people and the island from a number of view points. The survey, which was a co-operative effort between the Walpole Island Band Council and the St. Clair Regional Development Council, was undertaken in the interest of improving the economic position of the people of Walpole.

LERDC - Lake Erie Regional Development Council
A supply of the Lake Erie Economic Surveys have been mailed to the 38 secondary schools in the four-county region to supplement the course in economic geography being taught in grades 11, 12 and 13, Douglas A. Fisher, general manager, reports.

A meeting was held recently in London to discuss the benefits of conducting a "profit improvement study", those present at the meeting were: R. F. Heard, farm management specialist, Ontario Department of Agriculture, London; R. E. Goodin, Ontario Food Council; Howard Culp, Ontario Research Foundation, A. V. Langton, agriculture representative, County of Elgin; S. Forsythe, agriculture representative, County of Middlesex; J. R. Richards, agriculture representative, County of Norfolk; D. A. Taylor, agriculture representative, County of Oxford; Professor M. Troughton, Department of Geography, University of Western Ontario and Douglas A. Fisher, general manager, Lake Erie Regional Development Council.

NEWS BY REGIONS: (Continued)

Northwestern Ontario Regional Development Council

NWORDC - This council is supporting a proposal by TransAir Limited, Winnipeg, in their application to the federal authority to establish an air service connecting Red Lake, Sioux Lookout and the Lakehead. A twice weekly serviceusing DC-3 passenger planes is proposed. An air service would be a big asset to commercial, industrial and tourist sectors of the regional economy, said Alexander Phillips, general manager.

GBRDC - Georgian Bay Regional Development Council
The council is presently directing its efforts to improving the economy of the rural areas within the region and a study of the ARDA program has been launched at each of the four zones. The council was instrumental in setting up an ARDA committee for the district of Parry Sound and re-activating the dormant Simcoe County Committee, said W. N. Keefe, general manager. The regional council is also working on 14 projects which will be submitted to the five ARDA committees within the region. As a preliminary to this work the general manager attended a four-day ARDA conference in Guelph recently.

NEORDC - Northeastern Ontario Regional Development Council
At North Bay, on June 7, this council in co-operation with the Department of Industries, North Bay,Widdifield, West Ferris; Department of Trade & Commerce, Ottawa; Ontario Department of Economics & Development (Trade & Industry Branch);held a Manufacturing and Export Opportunities Forum. Guest luncheon speaker was Clayton H. Glenn, Director of Operations Planning, Air Canada.

MWORDC - Midwestern Ontario Regional Development Council
Approximately 200 delegates attended the regional council's 10th annual conference in New Hamburg on May 31. Speakers included R. Stephen Rodd, associate professor, Ontario Agricultural College, University of Guelph; J. K. Sully, president and general manager, Dominion Road Machinery Co. Ltd., Goderich; Peter Klopchic, Ph.D., director, Travel Research Branch, Ontario Department of Tourism and Information. The Honourable S. J. Randall, minister, Ontario Department of Economics & Development was guest dinner speaker.

A slide presentation of economic material on the Midwest region, prepared by the Ontario Department of Economics & Development was shown. Copies of a 76-page manual covering this programare available upon request from W. G. Urquhart, general manager.

NEWS BY REGIONS: (Continued)

CORDC - A 'regional needs poll' for this region was recently carried out on the instructions of the board of directors. The co-operation of municipalities within the Counties of Halton, Peel, York and Ontario has enabled the council to recognize the areas of greatest need, said David B. Lewington, president. A remedial course of action is presently under consideration by the board.

****

PARKS & CONSERVATION:

Endorsement of a plan to preserve lakeshore land for public parks was recently recommended by the legislative committee of the Hamilton City Council.

The plan, proposed by the Niagara Regional Development Council, (NRDC) covers the Counties of Brant, Haldimand, Lincoln, Welland and Wentworth. The serious shortage of land available for public use on the lakefront between Burlington and Niagara-on-the-Lake was originally brought to light by Norman Pearson, planning consultant, in his survey for NRDC.

****

RESEARCH:

The Ontario Economic Council has recently released a report entitled "People and Land in Transition".

The study deals with Ontario's marginal and sub-marginal land, involving a total area of a quarter of a million acres and some 3,400 people in the eastern and westerly regions of both southern and northern Ontario.

The study had two basic objectives, said William H. Cranston, chairman, Ontario Economic Council, first, to measure the economic and social cost of the accelerating drift into idleness of a large part of the acreage concerned; and second, to determine both what might be done to use these lands to better advantage and what might be the cost benefit relationships of the various programs proposed.

Copies of the report may be obtained from the Ontario Economic Council, 950 Yonge Street, Toronto, Ontario. Telephone 365-4315 (Area Code 416) Price $1 per copy.

DEPARTMENT OF ECONOMICS & DEVELOPMENT

TRADE AND INDUSTRY BRANCH

BREAKDOWN OF MAJOR ACTIVITIES BY ECONOMIC REGIONS

CALENDAR YEAR - 1965

Regional Development Areas	New Manufacturing Establishments	Joint Ventures	Manufacturing Arrangements	No. of companies on 18 sales missions (Nos. 34-51)
1. Eastern Ontario	12	2	11	10
2. Northwestern Ontario	4	-	-	2
3. Georgian Bay	16	-	1	6
4. Lake Ontario	5	-	-	5
5. Northeastern Ontario	4	-	1	1
6. Midwestern Ontario	17	-	18	10
7. Niagara	28	2	10	18
8. Lake Erie	8	-	3	11
9. St. Clair	29	1	8	7
10. Central Ontario	55	8	62	83
TOTAL	178	13	114	153

PLANNING:

"Development of a wide area should be co-ordinated so that programs for the whole area can be devised", an Elgin County meeting was told by officials of the Ontario Department of Municipal Affairs, Douglas A. Fisher, general manager of the Lake Erie Regional Development Council reports.

Planning cannot be done simply on the basis of one municipality, said a department representative, but the unit of planning is an individual concern whether it be for one county or a combination of counties where a joint planning board has under its jurisdiction areas of common interest.

In reply to a question "should urban development be discouraged or approved?" Panelists said the key to the success of new urban growth is that it occur in a controlled way and be directed to the right location. Development of a wide area should be co-ordinated so that programs for the whole area can be devised, they said.

****

MUNICIPALITIES:

Thirty permanent regional scrap centres providing a co-operative basis for processing solid waste and reducing the size of auto grave yards, has been recommended by the New York State Legislature Sub-committee on automobile junk yards. A study performed for the committee by Economic Consultants Organization Incorporated stated that the most effective manner in which to deal with the solid waste and auto junk problem was on a regional basis, instead of by individual communities. Dealers fighting the proposal promised to build a $2.5 million automobile scrap shredder that would handle 20 thousand autos per month.

****

Should municipalities in the region compare budgets in order to help each other see the total picture? ..... Douglas A. Fisher, general manager, Lake Erie Regional Economic Development Council.

****

PROJECT:

A booster project for Eastern Ontario's Golden Triangle - approved by the board of directors of the Eastern Ontario Regional Development Council - is being well received, said the general manager, Harry Callan.

The plan features the Golden Triangle as a symbol for a stepped-up advertising promotional program for industrial development and tourism. "Stop at the Sign of the Golden Triangle" is the slogan that will be seen throughout the region. Signs will be displayed on highways, outside restaurants, motels, hotels and other public establishments. T.V. and radio stations are also giving wide coverage to the program.

PROJECT: (Continued)

Chambers of Commerce and Boards of Trade throughout the region are co-operating with the council in this joint venture by selling Golden Triangle decals for $2 each. Each decal will be numbered and five draws every week from now to the end of September 1967 will entitle five winners to two tickets to Expo '67 in Montreal. Once a month there will be a draw for tickets for the whole family and the grand prize will be a weeks trip for a family to Expo '67, with all expenses paid.

The council intends to promote business and tourist memberships on an annual basis - business membership on established basis of $25 to $100 and tourist memberships $50.

****

COUNTIES:

The mid-term meeting of the Association of Ontario Counties was held May 3 - 5 at the Lord Simcoe Hotel, Toronto. Reeve Fred Cada of St. Clair Beach, ex warden of Essex County and a director of the St. Clair Regional Development Council spoke on county welfare programs.

****

County government offers the best solution to our regional government problems in both urban and rural areas. W. W. Dumas, president of the U.S. National Association of Counties (NAC) told the NAC organized convention.

A county serves every American, he said, whether he lives in the general city, the suburbs or the rural areas. The county is an ideal vehicle to provide area-wide service that are beyond the capacity of smaller units of government.

****

THE ASSOCIATIONS:

The president and board of directors of the Northeastern Ontario Regional Development Council recently welcomed the Town of Haileybury as a new member of the council.

Joining this year for the first time, Haileybury will be co-operating with its other south Temiskaming neighbours, the Towns of Cobalt, Latchford, New Liskeard and the Township of Coleman, who have for many years been active supporters of the regional development program, said G. Knapton, general manager.

PROMOTION:

The above picture shows the Honourable John P. Robarts, Prime Minister of Ontario, presenting copies of the Lake Erie Region Economic Survey to two secondary school students from Strathroy, Ontario. Shown with Mr. Robarts, from left to right are: Dr. D. Harry Roder of Strathroy, president, Lake Erie Regional Economic Development Council; Norman Roder, Gary Roder and Douglas A. Fisher, general manager, Lake Erie Regional Economic Development Council.

The survey was prepared by the Ontario Department of Economics & Development.

BIBLIOGRAPHY:

- Selected Background Papers for the Conference on Regional Development and Economic Change - February 15, 16 & 17, 1965.

  Reprint now available - free of charge from:

  Regional Development Branch,
  Ontario Department of Economics & Development,
  950 Yonge Street,
  Toronto, Ontario.

- PEOPLE AND LAND IN TRANSITION
  A study of Ontario's marginal and sub-marginal land.

  Available from:

  Ontario Economic Council,
  Ontario Department of Economics & Development,
  950 Yonge Street,
  Toronto, Ontario.
  Price $1

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Published by: Regional Development Branch, Ontario Department of Economics and Development, 950 Yonge St., Toronto 5, Ont. Area code **416. 365-5451.**

Ontario Regional Development Associations:

Eastern Ontario Development Association,
864 Lady Ellen Place,
Ottawa 3, Ontario.
729-7985

Georgian Bay Development Association,
P.O. Box 190,
185 King Street N.,
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Lake Ontario Development Association,
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St. Clair Regional Development Association,
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354-5344

REGIONAL DEVELOPMENT

DEPARTMENT OF MUNICIPAL AFFAIRS
AUG 15 1966
LIBRARY

the Co-ordinator

Working for Ontario Municipalities

JULY/AUGUST, 1966.

VOL: 4. #4

WHAT 100 NEW FAMILIES IN 100 HOMES CAN MEAN TO A MUNICIPALITY

Prepared by: Dr. E.G. Pleva, University of Western Ontario.

On these 100 homes, all the direct Municipal Taxes collected will pay for only half of what these homes require in services.

The rest of the money will come from assessments on commercial and industrial property, federal and provincial grants, mostly income tax, liquor tax, and gasoline tax coming back home, and borrowings (to be paid by the next generation).

100 NEW FAMILIES WILL MEAN: 149 more cars.

472 MORE PEOPLE
118 more children in School
69 in Elementary School
40 in High School
9 in University

EDUCATION
2.5 new Elementary School rooms
1.9 new High School rooms at a total cost of $143,000
5.21 more teachers - $28,735

ACRES OF PUBLIC LAND REQUIRED - 6.7 ACRES
1.61 Acres Elementary School
1.1 Acres High School
1.9 Acres Parks
2.1 Acres Playgrounds

NEW EMPLOYEES - MUNICIPALITY
0.94 new in Police Department - $6,721 to police budget
0.73 new in Fire Department - $4,372 to fire budget
5.89 new Municipal Staff - $16,405 to Municipal Payroll

NEW MUNICIPAL SERVICES
567,000 gallons of water per day
2.07 new hospital beds - 0.55 additional visiting nurse
704 additional books in library - $2,228 to library budget
0.21 additional cell in jail.

****

REGIONALISM:

Representatives from the Regional Development Branch, Ontario Department of Economics & Development, and the general manager of the Lake Ontario Regional Development Council, met with Executive secretaries (general managers) of six regional associations in the State of New Hampshire, U.S.A.

To celebrate its 31st year of operation, the executive secretary of the New Hampshire Seacoast Regional Development Association extended an invitation to the chief co-ordinator of the Regional Development Branch to participate as a guest dinner speaker at their annual meeting on June 15 at Portsmouth, N.H. Approximately 300 persons attended, including officials from U.S. state and federal governments and U.S. armed forces. Of particular interest to the Ontario delegates was the number of family groups attending the meeting.

During the two-day meeting it was learned that the N.H. regional associations are almost identical counterparts of the Ontario regional councils, the obvious difference being the smaller population and size of the individual regions. Budgets are acquired from municipalities on a voluntary basis, the state adding a $5,000 grant annually for each region.

With the aid of federal funds, the N.H. Regional Development Associations are presently embarking upon a regional plan for each region. The Seacoast Region will be the first to proceed with the regional plan, which will take three years to complete.

It is anticipated that the exchange of ideas between the N.H. Regional Development Associations and Ontario Regional Development Councils will continue for a long time, said John Pierce Batchelder, executive director, New Hampshire Seacoast Regional Development Association.

****

TOURISM:

To date the Georgian Bay Regional Development Council has distributed 18,000 copies of the marina map prepared by the regional council this year. The general manager advised that 20,000 copies were originally printed.

Distribution of 52,000 copies of the tourist map, of 55,000 copies originally printed, has also been reported.

****

Of the 12-man board of the recently formed Ontario Tourist Association, three are actively engaged with the regional development councils. They are: George Coling, former president, Lake Ontario Regional Development Council; Leo del Villano, director, Northeastern Ontario Regional Development Council, W. G. Urquhart, general manager, Midwestern Ontario Regional Development Council, and Ivor Waynor, Owen Sound, a charter director.

The group was formed to co-ordinate and advise on all aspects of tourism and will represent organizations presently involved in the tourist industry.

****

RURAL DEVELOPMENT:

Working closely with ARDA, the Georgian Bay Regional Development Council has announced the following projects presently under consideration:

(1) Development of cranberry industry
(2) Removal of stones from low income farms
(3) Saugeen Valley project (multiple land use)
(4) Elm tree harvest
(5) Apple growing in Bruce County
(6) Scenic caves in Bruce Peninsula
(7) Beaver Valley project
(8) Survey of low income farms - Parry Sound
(9) Bruce Peninsula park
(10) Seed potato industry

RURAL DEVELOPMENT: (Continued)

It was announced by the regional council recently that two projects have been accepted by the Bruce County ARDA (a) the tourist potential of the scenic caves near Lion's Head and (b) the fruit growing industry. These two projects will be submitted to the Ontario ARDA Directors for implementation, the report states.

****

NEWS BY REGIONS:

EORDC - Eastern Ontario Regional Development Council
Nearly 1,000 citizens of Eastern Ontario have become booster members of the Golden Triangle, reports Harry Callan, general manager. In two months the regional council's publicity campaign has resulted in an upsurge of enquiries from tourists

NRDC - Niagara Regional Development Council
This council has commenced work on the compilation of an economic data book for the Niagara region. Information on each municipality will range from population and existing industry to services and schools.

A regional conference will be held by the council some time in early November, reports J.A. Richards, general manager. Conference theme will be the "Design for Development" legislation and what it will mean to the region.

LORDC - Lake Ontario Regional Development Council
The Board of Directors met recently at Peterborough and adopted a new work program for the council.

The program of work is divided into five main sections: industrial development; tourist development; agriculture; special projects, and general activities.

NEWS BY REGIONS: (Continued)

LORDC - Lake Ontario Regional Development Council (Continued)
The new program has been presented to the Honourable Stanley J. Randall, minister, Ontario Department of Economics and Development and to all the communities within the region. It does not cover the day to day activities of the development council, said the general manager, or minor promotional projects which the council becomes involved in from time to time.

SCRDC - St. Clair Regional Development Council
The council has assisted the Town of Tilbury in the preparation of an industrial brochure which has just been released. Preparation of a brochure for the Town of Forest is underway, advised the general manager W.M. Snider.

Five new associate members are reported: The Imperial Bank of Commerce, Royal Bank of Canada, Bank of Montreal, Toronto-Dominion Bank and Canada Building Materials.

LERDC - Lake Erie Regional Development Council
A further effort to promote this region's visitor industry was made recently by this council. Approximately 1,000 kits of tourist literature were mailed to officials of member and non member municipalities, regional libraries, secondary schools, chambers of commerce and planning boards within the region.

NWORDC - Northwestern Ontario Regional Development Council
The general manager addressed the Mid-West Dailies Association, an organization of American publishers from Minnesota, Wisconsin, Iowa, North and South Dakota, on the occasion of the group's first visit to the Lakehead and the District Conference of Rotarians, comprising 400 business and professional men from neighbouring states as well as this region. Other groups addressed recently included the Institute of Mining and Metallurgy, regional conference of the Bell Telephone Company at the Lakehead.

NEWS BY REGIONS: (Continued)

GBRDC - Georgian Bay Regional Development Council
The Honourable C.M. Drury, minister, Department of Industry, Ottawa, will be the special dinner speaker at the council's forthcoming Seventh Annual Economic Conference. Other speakers will include experts in the agricultural economics field, the ARDA program, water pollution control and case histories of two area industries. The conference is scheduled for September 19 and 20, 1966 at the Continental Inn, Barrie, Ontario.

NEORDC - Northeastern Ontario Regional Development Council
The board of directors recently announced that the managerial staff will be composed of general manager and two assistants. The general manager will be located in North Bay, said Austin Hunt, president, but it has not yet been decided where the assistants will be located. The board felt that the size of this region warrants a three-man operation in order to provide better service to member municipalities.

MWORDC - Midwestern Ontario Regional Development Council
The council have moved their offices from 258 Ontario Street, Stratford, to: Victoria and Grey Trust Building, 1 Ontario Street, Box 608, Stratford, Ontario, telephone numbers 271-6780 - 271-5120.

CORDC - Central Ontario Regional Development Council
At a meeting of the board of directors held in Richmond Hill, July 7, the board requested the Department of Economics & Development to prepare a study of the municipal taxation and debt in the four-county region, comprising Halton, Peel, York and Ontario. CORDC program chairman, Mrs. L. Hancey of Richmond Hill, reports that this study is well in hand and that a seminar to discuss the findings is scheduled for the end of August.

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ECONOMIC DEVELOPMENT:

Reviewing the 727 final assembly line at the Boeing Aircraft plant in the Greater Seattle industrial base are, left to right, R. S. MacPherson, industrial commissioner, Guelph; W. G. Urquhart, general manager, Midwestern Ontario Regional Development Council and A. J. Gillies, industrial commissioner, Kitchener. The three regional representatives were attending the 41st annual conference of the American Industrial Development Council held in Seattle, Washington recently.

PARKS AND CONSERVATION:

The proposed 50 Point Park on Lake Ontario near Winona, has been approved by the Ontario Department of Lands and Forests and the Ontario Parks Integration Board. The Niagara Regional Development Council's proposal is now in the hands of the Ontario Department of Public Works for investigation and probable acquisition of the necessary properties, reports J. A. Richards, general manager, NRDC.

The NRDC is also working with the Grand Valley Conservation Authority on a proposed park scheme along the Grand River from Paris to Port Maitland on Lake Erie.

Another proposal is to obtain federal assistance to return the Grand River to its former navigable condition. Such a project would be of great benefit to both industry and tourism in the area, said the regional council's general manager.

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RESEARCH:

The greater Boston, Mass. Economic Study Committee has compiled land use information for the 153 cities and towns in the Greater Boston region. The information provides developers, manufacturers, distributors, public and private agencies with a comprehensive picture for residential, commercial, industrial, recreational as well as public utility purposes.

"Land Use in the Greater Boston Region" is published by the Committee for Economic Development, publication No. 12a, Committee for Economic Development, 711 5th Avenue, New York 10022.

****

The Niagara Regional Development Council is negotiating with Dr. John Jackson, head, Institute of Land Use, Brock University, to conduct a study of the Lake Erie shoreline within the boundaries of the Niagara region. The work will be a sequel of the study undertaken by Norman Pearson for NRDC on Lake Ontario. As a result of the Pearson study, NRDC has received strong municipal support in its quest for additional lakefront parks, J.A. Richards, general manager, reports.

RESEARCH: (Continued)

NRDC resolutions calling for Ontario to acquire suitable lakefront land available for park and conservation use, has been endorsed by the municipalities of Burlington, Hamilton, Stoney Creek, Grimsby, Niagara Falls, Fort Erie, Crystal Beach and the Townships of Sherbrooke, Walpole, Clinton, North Grimsby, Louth, Niagara, Bertie, Humberstone, Wainfleet and Willoughby.

Support has also come from the Association of Welland County Conservation Clubs and Brock University. The resolutions resulted from a Lakefront Seminar sponsored by NRDC at the Casablanca Motel, Grimsby in February, 1966.

****

PLANNING:

Urgent need for community development to be achieved on a regional basis, was stressed recently by speakers at the 29th Annual Conference of the Canadian Federation of Mayors and Municipalities at Vancouver recently.

Dr. Eric Beecroft, professor of political science, University of Western Ontario, said that unless urban and rural municipalities combined or federate to form political units there will be little left to local government. He listed as crucial fields for regional decision making - transportation, water and pollution control, recreation and open space, location and development of industry, education, hospital construction and health services.

Professor Norman Pearson of the University of Waterloo said Canada urgently needs to find a way out of its functional maze and the context for action is the region. Canada urgently needed a community development act, he said, there was in effect no concerted regional planning at all.

The 1967 conference of the Canadian Federation of Mayors and Municipalities will be held in Montreal July 23 - 24.

****

COUNTIES:

"County governments have intermediate responsibility between the state and local governments as the primary suppliers of regional parks and large outdoor regional recreation areas.

"The primary function of county government in the field of parks and recreation should be the acquisition, conservation, improvement and operation of large natural open spaces, making them available as regional parks in regional recreation areas.

"For park and recreation planning purposes a region is defined as a large geographical area which by reason of topography, or urban development, or mutual interest, logically supports inter-city, county-wide or inter-county planning and services".

Source: County Regional Parks & Regional Recreation Areas - Planning Guide, California Department of Parks.

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PROJECTS:

The Georgian Bay Regional Development Council (GBRDC) is seeking aid from the Agricultural Rehabilitation and Development Act (ARDA) to make the Saugeen river navigable from Lake Huron, at Southampton, to Walkerton.

W. N. Keefe, general manager, GBRDC, advised that a survey of this section of Bruce County shows it could become a prime tourist area if it had improved boating facilities.

The plan would include a series of dams to create small lakes. The dams would be by-passed by locks and marine railways. Spring run-off waters would be retained by the dams, reducing the risk of flooding. The small lake reservoirs would also greatly assist in the establishment of new cottage sub-divisions along their shore lines, said Mr. Keefe, creating new assessment for townships not now effected by cottage development.

****

THE ASSOCIATIONS:

The Georgian Bay Regional Development Council has almost doubled its memberships from any previous year, reports the general manager. The memberships for 1966 total 112.

****

PROMOTION:

Signs and decals of the "Golden Triangle" symbol can now be seen everywhere in the Eastern Ontario region.

The picture shows Jack Spence, president, Eastern Ontario Regional Development Council (EORDC) and Harry Callan, general manager, erecting a "Golden Triangle" sign outside the premises of a new member.

The signs and decals are being sold throughout the region as part of an advertising and promotional campaign for industrial and tourist development. The project is being sponsored by EORDC with the co-operation of chambers of commerce and boards of trade.

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(Publication No. 12a)

Available from: Committee for Economic Development,
711 - 5th Avenue,
New York 10022.

****

-REGIONAL DEVELOPMENT IN BRITAIN
(No. R.5709/65)
Prepared for British Information Services, Canada.

Available from: Reference Division,
Central Office of Information,
London, England.

****

Published by: Regional Development Branch, Ontario Department of Economics and Development, 950 Yonge St., Toronto 5, Ont. Area code **416. 365-5451.**

Ontario Regional Development Associations:

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864 Lady Ellen Place,
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729-7985

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526-2632

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Peterborough, Ontario.
742-5986

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472-1410.

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Port Arthur, Ontario.
344-6111

Niagara Regional Development Association,
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945-2404

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271-6780

Lake Erie Regional Development Association,
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London, Ontario.
434-9159

St. Clair Regional Development Association,
382 Wellington Street W.,
Chatham, Ontario.
354-5344

REGIONAL DEVELOPMENT

DEPT. OF MUNICIPAL AFFAIRS

OCT 17 1966

ADVISER'S OFFICE

the Co-ordinator

Working for Ontario Municipalities

SEPTEMBER, 1966

VOL: 4.
#5.

"Regional development does mean industrial development - wherever possible. But it also means planning now for Ontario's forests in the year 2,000 A.D. It means planning for our new cities and towns. Our wilderness recreation areas. Our high-use recreation areas. Our housing". These remarks were made by the Honourable Stanley J. Randall, minister, Ontario Department of Economics and Development at the 14th annual meeting of the Ontario Association of Housing Authorities at Fort William recently.

"I am", said Mr. Randall, "fully aware of the need for a large scale systematic program of research designed to probe the problems formed by megalopolis (that's a 50-cent word meaning, as you know, a large mass of people distributed somewhat unevenly in a pattern of closely related cities).

Mr. Randall continued, "the Ontario government's new 'Design for Development' program spells this out. Two of its principal objects are - provision of the best possible environment for all our people and the creation and maintenance of an atmosphere conducive to over-all economic growth and development.

"To this end, a first step has now been taken by the St. Clair Regional Development Council. Financed by the Ontario government's regional development program, the council has awarded a contract to a private consultant to investigate and bring in recommendations on the advisability of a regional development plan".

REGIONALISM:

REGIONAL BOOTH AT "EX":

Greater interest in regional development in the Province of Ontario has been shown by visitors this year to the Canadian National Exhibition, Toronto.

During the 17-day period of the Exhibition, over 600 persons filled in requests for literature at the regional display booth pictured above

Approximately 3,000 pieces of regional literature will be forwarded to persons representing universities and libraries (in Canada and the U.S.A.) high school teachers and students, consultants and news media Information will also be sent as far afield as England, Japan, British Columbia and Nova Scotia.

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The Central Ontario Regional Development Council displayed the regional booth at Yorkdale Shopping Centre, Toronto.

The booth was staffed by members of the newly-formed council for a 10-day period.

RURAL DEVELOPMENT:

REGION AIDS FARM TOUR:

The Lake Ontario Regional Development Council has for nine years sponsored delegates on a farm crop and soil tour. The tour, organized by agricultural agencies throughout Ontario, covers a different section of Ontario each year This year the group will study soil conditions in the Lake Ontario Region

This is one of LORDC's agricultural commitee projects, said D. W. Kingdon, general manager, it helps younger farmers to be more efficient in farm management and crop and soil improvements. The delegates are chosen by the county agricultural representative - one delegate from each of the eight county region. Expenses are paid by LORDC.

E. W. Curtin, president, Lake Ontario Regional Development Council (left) presents a council cheque to James English. Mr. English was appointed as the representative from Peterborough County. Bruce McCorquodale, agricultural representative, Department of Agriculture, Peterborough County, looks on

TOURISM:

TOURIST AND DEVELOPMENT COUNCILS JOIN FORCES:

The Essex-Kent Tourist Council and the St. Clair Regional Development Council are working closely together for the 1966 tourist season in the operation of tourist information centres on the MacDonald-Cartier Freeway.

Shown left, Miss Anne Carruthers explains a route to Mrs Marcy Snider, one of the many enquiring tourists.

****

ECONOMIC DEVELOPMENT:

Trends of a rural township adjacent to a metropolitan area are shown in the following report from King Township, dated November 9, 1965. - Source King Township Planning Board

Summary of 10 acre - 25 acre lots in Township of King according to 1965 assessment rolls

Number of 100 acre farms presently subdivided into 10 acre lots	- 40
Number of lots containing 10 acres or more and less than 25 acres	- 380
Number of single family dwellings erected on 10 acre lots in 1965	- 19

Summary of dwellings erected to date during 1965

Type of Lot	No. of Dwellings	%	Value less land	%
Reg. plan	45	48.9	$ 637,000 00	41.3
Approved severances	14	15.2	206,500.00	13.5
10 acres - 25 acres	19	20.6	377,000.00	24.4
Farms (over 25 acres)	14	15.3	322,000.00	20.8
TOTALS	92	100.0	$1,542,500.00	100 0

NEWS BY REGIONS:

EORDC - Eastern Ontario Regional Development Council
The general manager, Harry Callan, reports that tourist business has been extemely brisk in Eastern Ontario. Over 100,000 vacation tourist maps were distributed by the council.

NRDC - Niagara Regional Development Council
Approximately 60 persons attended a zone meeting organized by the council. The meeting shed a strong light on problems caused by the close proximity of harbour and industrial growth, recreational space and the main rail transportation corridor on the Burlington beach strip which crosses the mouth of Hamilton harbour Program participants included; Ald. Reginald Wheeler, City of Hamilton; M. A. Serena, Burlington Planning Director and R. V. Doty, Industrial Development Officer, Canadian National Railways. Mayor L. F. Berryman, was host speaker.

A one-day seminar on the State of the Region will be held on November 8, 1966 at Prudhommes Motel, Q.E. Way, Vineland, Ontario. The Honourable Stanley J. Randall will be guest speaker.

LORDC - Lake Ontario Regional Development Council
A full-day working conference on water pollution is being arranged by this council. The conference is scheduled for October 19, 1966 at the Holiday Inn, Peterborough. Guest speakers include: The Honourable J. R. Simonett, minister, Ontario Department of Energy and Resources Management; Dr. John E. F. Hastings, M.D., D.P.H., associate professor, School of Hygiene, University of Toronto; Dr. R. L. Edwards, M.A., D.Phil., associate professor of biology, Trent University; J. M. Appleton, vice-president, Quaker Oats Company of Canada; Kenneth G. M. Ross, Q.C., barrister, Belleville, Ontario.

SCRDC - St. Clair Regional Development Council
The council's directory of municipal services, industrial information and professional services in the St. Clair region is due for release in time for Expo '67, reports W. M. Snider, executive director. Copies of the directory have been requested by the Business Development Branch of Expo '67.

Representatives at the municipal level were given the opportunity to hear details on the proposed regional research inventory. Zone meetings held in Petrolia, Chatham and Essex were addressed by a representative from Acres Research and Planning Ltd. (see Research)

The council has scheduled a dinner meeting for November 10, 1966, at the Holiday Inn, Chatham. Guest speaker will be the Honourable Stanley J. Randall

NEWS BY REGIONS: (Continued)

LERDC - Lake Erie Regional Development Council
Announcement of the appointment of a regional development officer was made recently by Douglas A. Fisher, general manager, LERDC, following a meeting of the board of directors. Mr. Adams brings to his new position a background of more than 20-years in the newspaper field and several years in private business.

A Municipal and Regional Water Management Symposium was held at the University of Western Ontario on October 5. Following the morning sessions, delegates were taken on a field trip to view the Lake Huron pipeline

NWORDC - Northwestern Ontario Regional Development Council
This council co-sponsored a Trade and Industry Branch (Ontario Department of Economics & Development) seminar on manufacturing aids and business development, held recently at Fort William.

Over 300 delegates attending the Ontario Housing Conference at the Lakehead were addressed by the Honourable Stanley J. Randall. A word picture of Ontario's Northwest was given by Alexander Phillips, general manager, NWORDC.

GBRDC - Georgian Bay Regional Development Council
Approximately 178 persons attended the regional council's annual conference at the Continental Inn, Barrie on September 19 - 20. Attendance breakdown is as follows: 87 persons from within the region (representing 38 municipalities) and 91 persons from outside the region.

NEORDC - Northeastern Ontario Regional Development Council
The regional council, in co-operation with the Trade and Industry Branch, Ontario Department of Economics and Development, recently held one-day municipal development seminars in zones 5, 7 and 8.

Austin Hunt, president, presented a brief to the Ontario Cabinet when they met in Kirkland Lake on September 20, during their tour of Northeastern Ontario

MWORDC - Midwestern Ontario Regional Development Council
The board of directors have announced the appointment of A. J. Browett, as a regional development officer with the council.

An organizational chart together with a list of names, addresses and telephone numbers of board members, has been prepared by the council staff.

NEWS BY REGIONS: (Continued)

MWORDC - Midwestern Ontario Regional Development Council (Continued)
The general manager, W. G. Urquhart, has been named to the directorate of the Community Planning Association of Canada.

CORDC - Central Ontario Regional Development Council
Approximately 100 persons attended the Taxation and Debt Study held at the Inn-on-the-Park recently. J. A. Black, manager, Wood Gundy Company Ltd., was the guest speaker. Copies of Mr. Black's speech are available from the council upon request from Box 506, Postal Station Q, Toronto, Ontario

On November 15, 1966, the Honourable Stanley J. Randall, minister, Ontario Department of Economics & Development will present the Charter for the newly formed council The "Charter Night" will be held at the Inn-on-the-Park, Toronto. The council's president, David B. Lewington, will outline the program that has been undertaken to date and will detail the council's future plans

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PARKS & CONSERVATION:

The editor of "The CO-ORDINATOR" has been advised by C. R. Tilt, secretary, Ontario Parks Integration Board that a statement appearing in the Niagara Regional Development Council's news bulletin of July 10, describing the council's Fifty Point Park Project as being approved by the Board, is "not entirely correct".

Approval to date involves only approval to carry out a study of suitability and a study of possible costs.

****

Grants should be made to areas containing large tracts of Crown Land set aside for future recreational use, if the areas are unable to raise sufficient money to support a conservation authority because of low population, says Glen Hodgson, MPP. Mr. Hodgson recently told the Select Committee on Conservation that the public should contribute when such an area cannot raise the money to support a conservation authority

****

RESEARCH:

A 220-page report on Northeastern Ontario was presented to Austin Hunt, president, Northeastern Ontario Regional Development Council at Timmins on September 27.

The survey is one of a series of studies on Ontario's regions. They are designed to provide a wide array of material concerning the major sectors of economic activity in Ontario's 10 economic regions and to re-inforce the regional development program.

Mrs. Bernice Levitt, senior economist, Regional Development Branch, Ontario Department of Economics and Development, presented the report to Mr. Hunt on behalf of the Honourable Stanley J. Randall.

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An appraisal study of the growth and economic development of Kent, Lambton and Essex Counties was approved by the board of directors of the St. Clair Regional Development Council recently.

The regional research inventory will be carried out by Acres Research and Planning Limited and will be the first of its kind attempted by a regional development council in Ontario.

Representatives of the firm said the purpose of the appraisal is not to prepare an actual regional development plan, but to lay the groundwork for one by determining the needs of the region in relation to the council's area of responsibility, by establishing what the objectives of the plan should be and by outlining the means of preparing the plan and putting it into effect.

****

PLANNING

This year the University of Waterloo offers the first undergraduate course in Canada on regional planning.

University authorities say that the program is aimed at filling the need for competent personnel, who can carry out research and design and implement action programs in the field of regional planning which encompasses the problems of urban growth, as well as resource use and regional economic development.

PLANNING (Continued)

Dr. Ralph R. Krueger, head, Department of Geography and Planning reports the program has been developed in response to a rapidly growing demand for planners in Canada.

The instructor for this course is Professor Leonard O. Gertler. Professor Gertler was in charge of the Conference on Regional Development and Economic Change, held in Toronto in February 1965.

****

COUNTIES:

The Lake Erie Regional Development Council announced recently that the County of Elgin and City of St. Thomas have formed a planning board The Ontario Department of Municipal Affairs is working out a constitution for their organization, reports Douglas A. Fisher, general manager, LERDC.

Although County-City co-operation of this nature is not new, this is the first for the Lake Erie Economic Region, Mr. Fisher said. Three other counties, Middlesex, Norfolk and Oxford are giving consideration to county planning areas.

****

PROMOTION:

Approximately 50 persons were taken on a five hour bus tour of Haldimand County recently. The tour, organized by the Niagara Regional Development Council, was designed to show outsiders what is being done in other townships and how sensible planning can prevent needless economic growing pains, reports J. Richards, general manager, NRDC.

Following the tour, delegates met in Caledonia and panel discussions took place on the development of the county. The Honourable James N. Allan, Provincial Treasurer, was in attendance and addressed the meeting.

****

Students from the Maritime Provinces, on exchange tours to Northwestern Ontario, were given a description of "Ontario's Big Half" by Alexander Phillips, general manager, Northwestern Ontario Regional Development Council, in a banquet address at the Lakehead.

****

PROJECTS:

The booster project now being carried on to promote the development of Eastern Ontario's Golden Triangle has gathered momentum and sales of the booster membership decals are being reported weekly, reports H. Callan, general manager, Eastern Ontario Regional Development Council.

"This program has developed a sense of responsibility and pride in the general citizens of Eastern Ontario by giving each of them an opportunity to participate financially in the economic development of the region", said Mr. Callan. "Many citizens of Eastern Ontario have become aware of the opportunities and the possibilities of economic development which are now being promoted by EORDC."

****

THE ASSOCIATIONS:

The annual meeting of the Haliburton Highlands Property Owners' Council was held at Minden recently. Mutual problems relating to municipal affairs, water resources, water pollution, fish and wildlife were discussed.

Guest speaker was Edwin Curtin, president, Lake Ontario Regional Development Council. Mr. Curtin told representatives of 21 cottage associations that hodge-podge building will soon destroy the area as a vacationland, unless legislation institutes an orderly plan for development in the near future. The rapid influx of summer residents and tourists during the past few years has created an alarming situation and a grave threat of pollution to natural resources, said Mr. Curtin.

****

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Available from: Office of the Chief Economist,
Ontario Department of Economics & Development,
950 Yonge Street,
Toronto 5,
Ontario.
(free of charge)

NORTHEASTERN ONTARIO REGION ECONOMIC SURVEY 1966
Available from: Northeastern Ontario Regional Development Council,
447 Main Street East,
North Bay, Ontario.
(free of charge)

Published by: Regional Development Branch, Ontario Department of Economics and Development, 950 Yonge St., Toronto 5, Ont. Area code **416. 365-5451.**

Ontario Regional Development Councils:

Eastern Ontario Regional Development Council,
864 Lady Ellen Place,
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St. Clair Regional Development Council,
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Chatham, Ontario.
354-5344

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REGIONAL DEVELOPMENT

the Co-ordinator

DEPT. OF MUNICIPAL AFFAIRS

JAN 1 1967

ADVISER'S OFFICE

Working for Ontario Municipalities

NOV/DEC. 1966.

#1

VOL: 4.
#6.

"To-day, your government is increasingly aware of the need to have a ear close to the local area in order to achieve the best overall results from this growing mutual interdependence", said the Honourable J. W. Spooner, minister, Ontario Department of Municipal Affairs, in his address to the Northwestern Ontario Municipal Association at Fort William, October 7, 1966.

Mr Spooner continued, "Municipalities and their citizens are coming to grips with development demands far beyond their formerly narrow frontiers. The government, not wishing to be behind in supporting well planned and greater economic development for the betterment of all its citizens, introduced legislation last April - the Regional Development Councils Bill and the Ontario Development Corporation Bill - which will make possible a more even and co-ordinated development, at lower cost, in all parts of the Province.

"Since there must be a two-way system of communication between the Province and local interests in each region as represented by the county, municipal organizations and regional organizations already in existence, a special cabinet committee on regional development - popularly known as "the Randall Committee" - has been set up. Close co-operation with area groups is considered to be so important that the Prime Minister himself will be chairman and the Honourable Stanley Randall, minister, Department of Economics and Development, will be vice-chairman. I am to have the honour of serving on this committee, along with my colleagues the Minister of Highways, the Minister of Agriculture and the Minister of Lands and Forests.

"I must emphasize again that it will require the greatest understanding and co-operation of both levels to achieve our ultimate goal".

SOME OF YOUR FELLOW READERS.....

CANADIAN FEDERATION OF MAYORS AND MUNICIPALITIES

OTTAWA BUREAU
56 SPARKS ST.
OTTAWA 4
PHONE: 236-5301

GEO. S. MOONEY, Executive Director
ERIC BELCROFT, Director, Ottawa Bureau

March 2

BROCK University
St Catharines, Ontario

WATERLOO UNIVERSITY COLLEGE

INDUSTRIAL DEVELOPMENT BRANCH
PREMIER'S AND CHIEF SECRETARY'S DEPARTMENT

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ORGANISATION DE COOPÉRATION ET DE DÉVELOPPEMENT ÉCONOMIQUES
91 boulevard Exelmans
PARIS-XVIe

CENTRE DE DÉVELOPPEMENT
DEVELOPMENT CENTRE

OECD
ORGANISATION FOR ECONOMIC CO-OPERATION AND DEVELOPMENT
Téléphone AUTeuil 13-29

LONDON CHAMBERS
142 MACQUARIE STREET
HOBART

CN
Canadian National Railways
Great Lakes Region
[illegible] Gonder, Vice President

THE APPALACHIAN REGIONAL COMMISSION
1666 CONNECTICUT AVENUE
WASHINGTON D.C. 20009

OTTAWA | CANADA

QUEEN'S UNIVE[illegible]
At Kingston, Ontario, [illegible]

BUREAU D'AMÉNAGEMENT DE L'EST DU QUÉBEC INC.
MONT-JOLI, QUÉ.
TÉL. 775-7281

Le 8 avril 1965.

PARK HOUSE
[illegible]-191 MACQUARIE STREET
SYDNEY
N.S.W., AUSTRALIA

DEPARTMENT OF INDUSTRIAL DEVELOPMENT AND DECENTRALISATION

TELEPHONE 28 2095 28 4191 2056
PLEASE ADDRESS MAIL TO
BOX 4169 GPO SYDNEY

CONSULADO DE LA REPUBLICA DOMINICANA

Niagara Parkway
Chippawa [illegible]

EM. 3-4491

[illegible]CIATION OF ONTARIO (INC

Dear Mr. LeMasurie[illegible]

Thank y[illegible]

Copies [illegible]
describing your re[illegible]
be carefully read [illegible]

Receipt [illegible]
greatly appreciated [illegible]
published quarterly [illegible]
which are now out o[illegible]
for future issues.

A copy o[illegible]
is enclosed - this [illegible]
contemplated [illegible]

COMMUNITY PLANNING ASSOCIATION OF CANADA
ONTARIO DIVISION
Telephone 922-7924
32 ISABELLA STREET
TORONTO 5, ONTARIO

Dear [illegible],

Mr. [illegible] LeMasurier,
Co-ordinator, Regional Development,
Dept. of Economics and Development,
Room No. 114,
[illegible] University Avenue,
TORONTO, Ontario

Dear Mr. LeMasurier,

This morning our copy of the "Co-ordinator" arrived in the office and I have read every word of it. I hasten to congratulate you and your staff upon the production of this timely, informative and most interesting montaly bulletin.

I have long been aware of the far-reaching enterprise of the Regional Development Division of the Department of Economics and Development, and have recognized that a need has existed for [illegible] to communicate this imaginative work to the elected and [illegible] representatives of local government, and to those interested citizens whose participation in these affairs is of such importance.

I am sure the 15 members of the Ontario Divisional Executive would find this issue of the "Co-ordinator" of great interest and I am equally sure that they would appreciate receiving a copy. Would you please let me have an adequate number of copies so that I can distribute them.

In conclusion, I should like to congratulate you [illegible], and to hope that you will find it possible to continue with [illegible] regular montaly feature.

Yours [illegible],

20/3/65
Sent

Department
of Northern Affairs
and National Resources
National P[illegible]
Canadian [illegible]

Department of Economics
and Development,
Regional Development Di[illegible]
Queen's Park,
Toronto, Ontario.

Dear Sir:

Please send me a copy [illegible]

[illegible]e CO-ORDINATOR,
[illegible]a copy of "A

[illegible] Donaldson,
[illegible]o General Manager.

TOURISM:

The eight years spent charting inner channels of the 30,000 islands in the Georgian Bay region have been rewarding, reports W. N. Keefe, general manager, Georgian Bay Regional Development Council.

Results of this work are cited by the council as follows:

(1) Instrumental in the issuance of book charts Nos. 2203 and 2204, by the federal government, for the boating public.

(2) Increased yachting trade, mainly from the U.S., within the region.

(3) Over 20,000 copies of the council's marina map were distributed in 1965 and 1966.

(a) The Great Lakes Cruising Club, Chicago, receives 1,800 copies each year, one for each member.
(b) The federal government requests 3,000 copies for insertion with each chart (Nos 2203 and 2204).
(c) 5,000 copies were distributed at the Toronto Boat Show in February 1966.
(d) General distribution throughout Canada and the U.S.A.

****

The board of directors of the St. Clair Regional Development Council, (SCRDC), have invited the two tourist councils within the region to form a committee. From this committee a member could be appointed to sit on the board of the development council, said John Garton, president, SCRDC.

The proposed committee and the regional council could work together on a regional tourist map, Mr. Garton commented. This joint project could be the first of many pieces of promotional material for the betterment of the region.

****

RURAL DEVELOPMENT:

The Ontario vegetable industry is in a critical financial condition, delegates attending an agricultural conference at Vineland, Ontario, were told recently. J. E. Reynolds, Leamington, vegetable grower and processor and a former director of the St. Clair Regional Development Council, said several Ontario vegetable crops will disappear in the next five years if returns to growers do not increase. The crops cited are: spring head lettuce, greenhouse lettuce, slicing field cucumbers, canteloupe, spring cauliflower, spring celery, zucchini squash and greenhouse tomatoes.

RURAL DEVELOPMENT: (continued)

The loss could raise vegetable imports by as much as $50 million a year and lose that much revenue for Ontario, Mr. Reynolds said

Growers need provincial legislation to make quick province-wide decisions on pricing, licensing, spreading crop information, packaging and grading, he said.

The four-day conference was called by the Ontario Department of Agriculture. Approximately 425 delegates attended

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NEWS BY REGIONS:

EORDC - Eastern Ontario Regional Development Council
"Exploring the Future of the Golden Triangle" was the conference theme of the 13th annual meeting of EORDC, held November 30 at the Talisman Hotel, Ottawa The Honourable J. J. Greene, minister, Department of Agriculture, Canada, was the guest dinner speaker

NRDC - Niagara Regional Development Council
Successful well attended zone meetings have been reported by John Pitt, president, NRDC The council averages five zone meetings each month. Discussion topics deal with parks, conservation, planning and transportation problems within the region

LORDC - Lake Ontario Regional Development Council
A one-day workshop was presented by the Ontario Development Agency, Department of Economics and Development at Peterborough recently. The workshop was sponsored by the regional council, in co-operation with the Peterborough Chamber of Commerce

SCRDC - St. Clair Regional Development Council
A recent announcement by the regional council advised that Pelee Island has become a member of SCRDC. Pelee Island is geographically located on Lake Erie at the southern-most point of Canada.

President, John Garton, welcomed Imperial Oil Ltd. to the council's corporate members section.

LERDC - Lake Erie Regional Development Council
A one-day fall economic conference was held in London on December 7. The conference theme was "Land Use and Environmental Planning. How Do We Plan for Orderly Growth in the Municipality?" Guest speakers included the Honourable J. W. Spooner, minister, Ontario Department of Municipal Affairs and H. I. Macdonald, chief economist, Ontario Department of Economics & Development

NEWS BY REGIONS: (Continued)

NWORDC - Northwestern Ontario Regional Development Council
The general manager, A. Phillips, was the keynote speaker in a Canada Day program of the Mississippi River Parkway Commission conference, held in Helena Arkansas recently The conference was attended by representatives from 10 states, and Ontario Governor Orval Faubus of Arkansas conferred the title of "Arkansas Traveller" on the regional manager for his contribution to the friendship between Canadians and Americans The 1967 conference of the Commission will be held at Kenora, Ontario, reports Mr. Phillips.
The regional council co-ordinated the northwestern Ontario tour of two teams of consultants from the Ontario Development Agency (ODA), arranging 41 consultations with concerns and individuals at the Lakehead, Dryden, Kenora, Fort Frances and Atikokan The ODA group was accompanied by the regional manager on a 750 mile trip around the region

NEORDC - Northeastern Ontario Regional Development Council
The appointment of C. H. Hewitt as general manager of the council has been announced by the board of directors Mr. Hewitt has served several terms as Mayor of North Bay, is a past president of North Bay and District Chamber of Commerce and past president of the Federation of Northern Ontario Municipalities

In keeping with current NORDC plans for expansion and until additional staff is added in 1967, the board of directors advised that Mr Hewitt will concentrate on the southern region - Districts of Algoma, Manitoulin and Sudbury and the assistant manager, Gunnar Kallunki, will direct his attention to the northern region - Districts of Cochrane, Temiskaming and Nipissing.

MWORDC - Midwestern Ontario Regional Development Council
The regional council will act as a liaison agent between local communities and the Business Development Bureau of Expo '67, for business groups and industrialists visiting the region.

Board members extended congratulations to I. G. Needles, on his appointment as Chancellor of the University of Waterloo. Mr Needles has been chairman of the Board of Governors of the University for the past seven years. He is a director and secretary-treasurer of the regional council.

The founding president of the council, J. D. Oaks, died tragically on November 5. Mr Oaks was instrumental in the formation of the council and served as a director for the past 10 years. He was a past president of the Ontario Regional Development Council

The death was also reported recently of Ross Savauge of Seaforth. Mr. Savauge was a past president of the council

NEWS BY REGIONS: (Continued)

GBDA - Georgian Bay Regional Development Council
January 25, 1967 is the date scheduled for a one-day semi-annual meeting to be held in Midland New directors will be elected. The Honourable Stanley J. Randall, minister Ontario Department of Economics and Development, will be the guest dinner speaker

A systematic visitation of industry within the region is being conducted. The findings will be included in the up-dated industrial handbook, to be published early in 1967.

CORDC - Central Ontario Regional Development Council
The board of directors have announced the appointment of Douglas J. Reddington, executive director of this newly-formed council Mr Reddington was formerly director of development for Toronto Township for the past 13 years

Mr Reddington will work from the Council's new office at 15 Yonge Street North, Richmond Hill Tel: 844-4284

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ECONOMIC DEVELOPMENT:

Cumbernauld, a new town in Scotland, has built itself an airstrip for business aircraft. During the first week of its operation 12 visiting business aircraft touched down one after another in the rain, with no ground communications or navigation aids

Local authorities in Britain have been encouraged to build landing strips near industrial centres, but the response in England has been disappointing. Scotland has three landing facilities for visiting businessmen, with another to be completed soon.

In England, three towns have jointly developed an airstrip on a site convenient to all three, but this caters mainly to the scheduled services, says the report.

A network of small airstrips feeding the country's main ports has been suggested.

Britain has 300 business aircraft, the United States has 19,000 privately owned aircraft used strictly for business purposes

-Source: The Economist
June 18, 1966.

REGIONAL DEVELOPMENT DIRECTOR:

Richard S. Thoman, professor of geography, Queen's University, Kingston, Ontario has been appointed director of the Regional Development Branch, Ontario Department of Economics and Development

A member of the Queen's University Faculty since 1961, Dr Thoman has specialized in regional aspects of economic geography and economic development.

Dr Thoman brings to the program a practical background together with a number of years experience in the business world

In 1962 he published a college text, "The Geography of Economic Activity", which has been widely read in Canada, the United States and Australia.

Working with the Queen's Faculty members of Economics and Political Science, Dr Thoman was instrumental in conducting in 1965 a nation-wide conference on "Areas of Economic Stress in Canada"

The conference examined theoretical and practical approaches to regional development, as well as existing policies and practices in the United Kingdom, United States and Canada. The conference proceedings were published by the Industrial Relations Centre at Queen's University.

In February, 1965, Dr. Thoman participated in the Conference on Regional Development and Economic Change, sponsored by the Department of Economics and Development. He summarized the findings of the Queen's conference to this wider group.

Dr Thoman, who received his Ph.D. in geography at the University of Chicago, is the author of the book "Free Ports and Foreign Trade Zones" Published in 1956, it is still in international demand.

Directing research programs and projects in conjunction with the Ontario Regional Development Councils will be Dr Thoman's key role in his new position. He is exceptionally interested in getting a regional development program started as soon as possible

PARKS AND CONSERVATION:

"Should development costs become eligible for cost sharing in recreation projects under the ARDA agreement, regional park development would likely move very quickly to prominence.

"Ultimately the federal government could well become involved in expenditures for picnic and camp site development, together with that for provincial and regional parks in the order of two million dollars annually over a 10 year period".

Source: ARDA Condensed Report - "The ARDA Program in Relation to Recreation and Tourism", (see bibliography section).

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RESEARCH:

An appraisal for a regional development plan is being prepared for the Midwestern region (Counties of Wellington, Waterloo, Perth and Huron).

The research is being carried out by a team of graduate geography students from the University of Waterloo under the direction of Professor Leonard O. Gertler.

The students have been invited to attend board meetings of the Midwestern Ontario Regional Development Council to obtain first hand information on the program and plans of the council, reports W. G. Urquhart, general manager This will afford them the opportunity to discuss with board members some of the problems faced in regional development, he said

It is anticipated that the findings of the study group will be available early in 1967, said an official from the university

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PLANNING:

The board of directors of the Midwestern Ontario Regional Development Council, recently announced the appointment of Ronald Forrest, Waterloo County Planning director to the regional council's board

It is hoped that in the near future effective liaison can also be established with the conservation authorities and similar organizations located within the region, said W. C. Gerth, president

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PLANNING: (Continued)

David Logan, Lindsay, has accepted the chairmanship of the special regional committee on regional research and planning for the Lake Ontario economic region. Mr. Logan is a municipal councillor and barrister.

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THE COUNCILS:

The following message was sent to wives of municipal officials in the St. Clair economic region, from Mrs. John Garton

"May I express to you what I believe to be a problem we both have in common?

"My husband, John Garton, is very involved in municipal life, as a deputy reeve of Leamington and president of the St. Clair Regional Development Council and I find myself, very likely as you do, left alone a great deal because of the pressing demands for his time

"Although we both realize how important it is to our community to have sincere people serving on the councils, do you not think that women also should join in the activities of municipal life? Let's try to change this situation of being a 'grass widow' and join our husbands in at least one of his responsibilities.

"Toward this end, the development council has planned a special program to include us at their forthcoming November 10,1966 regional dinner. Your husband has received (or very soon will receive) registration forms for the dinner. Tonight tell him that you also would like to attend.

"I know you'll enjoy the dinner. Really, what happens in our community affects us as much as it does our husbands, so why shouldn't we take a more intense interest.

"Please accept this short note as my personal invitation to attend and please try to make every effort to join us We'd love to see you

"If I may I shall look forward to meeting you November 10, 1966"

As the result of this personally hand-written letter, 83 women attended our conference and contributed to its success, said W. M. Snider, executive director, St Clair Regional Development Council

The Honourable Stanley J. Randall, minister, Department of Economics and Development, was the guest dinner speaker at this function Total registered attendance was 172.

PROMOTION

MIDWEST WAGON TREK:

A conestoga wagon, pulled by a team of Percheron horses is shown leaving Guelph on a three-day trek to Seaforth.

Dressed in costumes of the early pioneer are: (left) R. S. Macpherson, industrial commissioner, Guelph and W. G. Urquhart, general manager, Midwestern Ontario Regional Development Council.

The purpose of the trip was to publicize the international plowing match held at Seaforth on October 11-14 and to recreate the early pioneer settlement of the Midwest four-county region, particularly the Huron Tract.

Stops were made in each community along the route and a replica conestoga wagon lamp was presented to municipal officials to commemorate the occasion.

Published by: Regional Development Branch, Ontario Department of Economics and Development, 950 Yonge St., Toronto 5, Ont. Area code **416. 365-5451.**

Ontario Regional Development Councils:

Eastern Ontario Regional Development Council,
864 Lady Ellen Place,
Ottawa 3, Ontario.
729-7985

Georgian Bay Regional Development Council,
P.O. Box 190,
185 King Street N.,
Midland, Ontario.
526-2632

Lake Ontario Regional Development Council,
Clapper Building,
263½ George Street,
Peterborough, Ontario.
742-5986

Northeastern Ontario Regional Development Council,
447 Main Street East,
North Bay, Ontario.
472-1410

Northwestern Ontario Regional Development Council,
Room 208, News Chronicle Building,
Port Arthur, Ontario.
344-6111

Niagara Regional Development Council,
Box 69,
Grimsby, Ontario.
945-2404

Midwestern Ontario Regional Development Council,
Victoria & Grey Trust Building,
Box 608, 1 Ontario Street,
Stratford, Ontario.
271-6780
5120

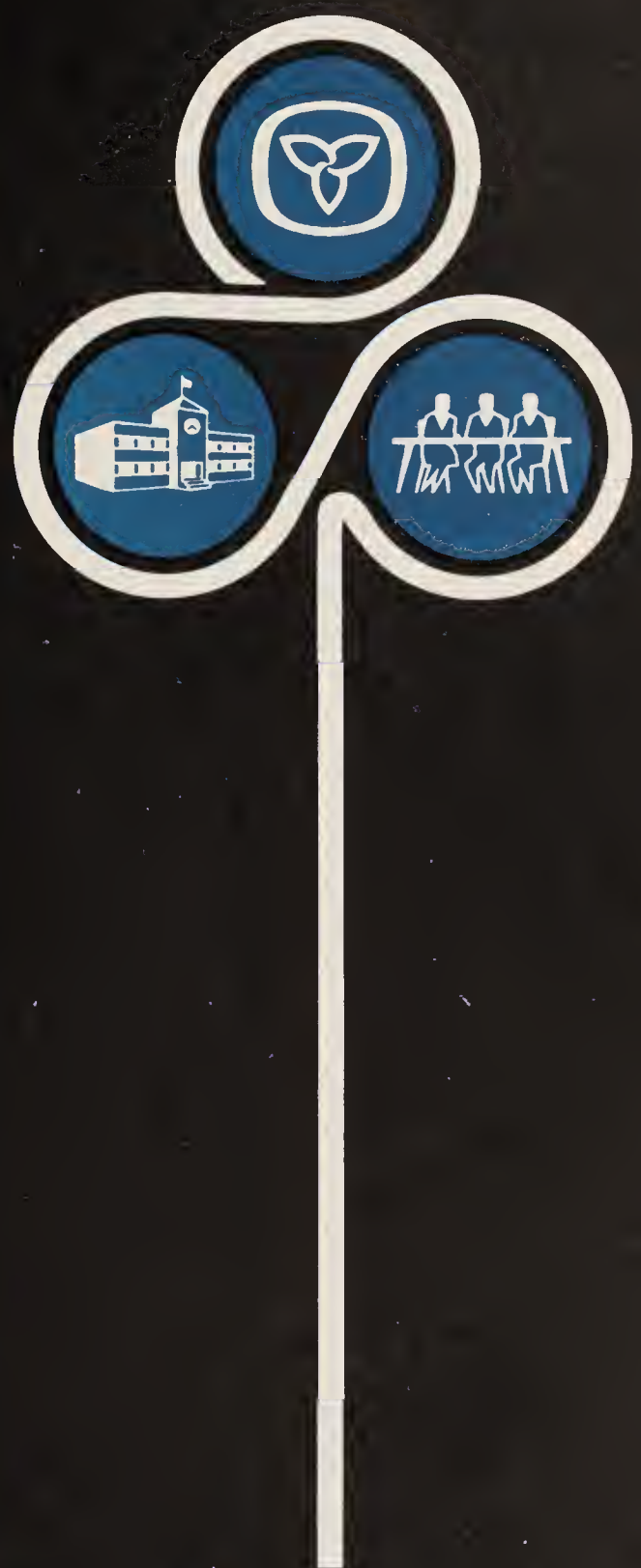
Lake Erie Regional Development Council,
591 Wellington Road S.,
London, Ontario.
434-9159

St. Clair Regional Development Council,
382 Wellington Street W.,
Chatham, Ontario.
354-5344

Central Ontario Regional Development Council,
P.O. Box 506,
Station Q.,
Toronto 7, Ontario.

REGIONAL DEVELOPMENT

the Co-ordinator



Working for Ontario Municipalities

JAN/FEB, 1967.

Excerpts from remarks made by the Honourable John Robarts, Prime Minister of Ontario, during his Speech from the Throne, February 1, 1967.

"Within a few months of the introduction of "Design for Development", I am happy to report the functioning of the four key organizational elements: The Cabinet Committee on Regional Development; the Senior Advisory Committee; the Regional Economic Councils in the ten regions of the province and the Regional Economic Advisory Boards of Civil Servants.

"At the same time, the research studies in the Regional Development Branch in the Department of Economics and Development are well underway and the discussions that are being held with the councils have demonstrated the importance of establishing overall guidelines of regional growth. I am happy to say we are well advanced in these matters.

"Let us be quite honest about this. The words "regional development" themselves contain no panacea, nor do they wave a magic wand. What is required is a long term assessment and hard work to provide guidelines of growth. But we are not prepared to stand still until those guidelines are established. Indeed, I can refer to a number of particular events in the last few years and, more particularly, in the last few months to demonstrate the pace of regional activity.

"The increased grants which were made available to the councils have proved to be of substantial assistance by providing a firm base for both continuing and expanding all council activities.

"The co-ordinating and liaison functions among the councils and between the councils and the government have been assigned to the strengthened Regional Development Branch of the Department of Economics and Development. Proposals and recommendations emanating from the councils will be directed from the Regional Development Branch to the Advisory Committee on Regional Development and ultimately to the Cabinet Committee.

"This places the Cabinet Committee in the strongest possible position since it will be able to base decisions on the carefully considered proposals of both the citizen and municipal and civil service groups vitally concerned with development programs. I might add that we are confident that the inter-departmental character of the government committees will be a major factor in ensuring that full co-ordination of all programs is achieved.

"We anticipate too, a full measure of co-operation between the Regional Advisory Boards and the Regional Development Councils, recognizing at the same time their essentially independent character".

REGIONALISM:

The committees mentioned in the speech given by Premier John Robarts, are made up as follows:

Cabinet Committee: Comprising the ministers of the Departments of Economics and Development; Highways; Agriculture; Municipal Affairs and Lands and Forests - chaired by the Prime Minister of Ontario.

Advisory Committee: Comprising one senior officer from each of the Departments of Agriculture, Lands and Forests, Municipal Affairs; Tourism and Information; Highways; Energy and Resources Management and Economics and Development - chaired by the Chief Economist.

Regional Advisory Boards: (for each of the ten economic regions) Made up of a representative of each of those departments who maintain a regional organization as part of their normal administrative structure.

Regional Councils: Comprising citizen and municipal group participation.

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The Regional Development Branch, Ontario Department of Economics and Development, has retained the services of L. O. Gertler, professor of planning, University of Waterloo, to assist with the development of a regional program for the Province of Ontario.

Professor Gertler has been closely associated with regional development activities in Ontario for a number of years. He was associated with the organization of the Conference on Regional Development and Economic Change, sponsored by the Ontario Department of Economics and Development, in February, 1965.

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TOURISM:

A Centennial tourist newspaper covering stories and features on the seven vacation areas in the Lake Ontario economic region has been published by the Lake Ontario Regional Development Council.

Special stories and pictures have been prepared on the Great Pine Ridge, Kawartha Lakes, Quinte's Isle, Land O'Lakes, Highlands of Hastings, Madawaska Valley and Haliburton Highlands vacation areas. The centre pages are devoted to a map of the region, with articles on fishing, boating, camping, off-summer holiday ideas and special Centennial activities.

Approximately 50,000 copies have been printed, these are being distributed to chambers of commerce, boards of trade, tourist councils and Ontario government information bureaus throughout the region, Expo '67 and three U.S. Sportsmen's Shows.

RURAL DEVELOPMENT:

A close look should be taken at food imports into Canada, said Everett Biggs, deputy minister, Ont. Dept. of Agriculture & Food. More than $800,000 worth of foodstuffs currently imported could be grown in eastern Canada, he said. Mr. Biggs gave the following examples:

Lettuce - during Canada's growing season imports total $2,000,000.

Tomatoes - each year $2,000,000 worth of canned tomatoes and tomato paste is imported.

Fresh peaches - during Ontario's growing season large quanties are shipped into Canada.

Canned fruit and vegetables - peaches $3,000,000; cherries $1,000,000; pears $1,000,000; fruit cocktail $6,000,000.

Frozen foods - strawberries $2,000,000; vegetables $2,000,000.

During 1965 Canada imported 70,000,000 bushels of grain corn.

Mr. Biggs called on all segments of the food production industry to unite in tackling several major problems - low or excess production, developing export markets and expanding domestic markets.

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NEWS BY REGIONS:

EORDC - Eastern Ontario Regional Development Council

The council is preparing for its annual meeting, scheduled April 19, 1967 at the Chateau Laurier, Ottawa.

Municipal calls are being made by staff members to update municipal statistics for 1967.

In co-operation with the Trade & Industry Branch, Ontario Department of Economics & Development, the regional council arranged an Expo Workshop meeting in Ottawa recently. Representatives from industrial committees throughout the region attended to discuss a working arrangement with the Business Development Bureau at Expo.

A recent report to the board of directors disclosed that EORDC has 191 associate members in 23 municipalities.

NEWS BY REGIONS: (Continued)

NRDC - Niagara Regional Development Council

The annual meeting of the board of directors was held on February 8, at the Casablanca Motel, Grimsby. A. G. Skinner of Cayuga, was elected president. Mr. Skinner, who has been the agricultural representative for Haldimand County for 34 years, is a past president of the Ontario Institute of Agrologists and former director of the Agricultural Institute of Canada. He is a member of the board of the re-organized Grand Valley Conservation Authority and Executive. Mr. Skinner was special envoy to the United Kingdom for the Ontario Government in 1965 and 1966, to secure farm help. He succeeds J. J. Pitt of Burlington.

During the month of January, the council held five zone meetings and one directors meeting. The first meeting of Haldimand County (zone 4) met at Seneca Township's new municipal building, with all municipalities represented, reports J. A. Richards, general manager. Approximately 50 persons attended.

NRDC's annual conference will be held on April 12 and 13, 1967, at the Park Motor Hotel, Niagara Falls.

LORDC - Lake Ontario Regional Development Council

The council's 1967 municipal industrial directory will be available soon, the general manager reports. Copies will be distributed in major cities throughout Canada, the United States and Europe.

The regional council, working closely with the Seven Holiday Areas Promotion Committee (SHAPE), have finalized plans for their 1967 travel show project. SHAPE, on behalf of the participating organizations will be placing a travel booth at three American Sportsmen's Shows in Columbus, Ohio; Buffalo, N.Y. and Cleveland, Ohio.

SCRDC - St. Clair Regional Development Council

The Expo '67 edition of the council's municipal industrial directory has been published and copies are presently being distributed. Changes have been made in this edition, reports W. M. Snider, exec. director. Directories published by other councils in Ontario were studied and an attempt was made to determine which format proved most successful. The general pattern evolved by the Georgian Bay Regional Development Council appeared one of the most successful, said Mr. Snider, consequently a similar format design was chosen for the St. Clair Region. The format incorporates five sections: general information, municipal data, industries, industrial cross index and professional services.

NEWS BY REGIONS: (Continued)

LERDC - Lake Erie Regional Development Council

On February 22, at the University of Western Ontario, Dr. John J. Deutsch, chairman, Economic Council of Canada, addressed delegates from the four-county region. "Developments in International Trade and Some of its Implication for Western Ontario", was the subject under discussion.

County-wide zone meetings have been arranged by council staff in the four-county region. "County Government - Is it Necessary?" was the theme of each meeting. Panel participants were: Reeve Charles Phillips, director, Association of Ontario Counties; Bob Perry, former Warden of Norfolk County and Don Schott, Reeve of Simcoe. Mr. Perry and Mr. Schott are members of LERDC board of directors.

NWORDC - Northwestern Ontario Regional Development Council

Approximately 40 directors and advisors from member municipalities throughout the region attended the council's annual meeting in December. This was the first all-day conference held, reports the general manager, A. Phillips, with morning and afternoon sessions. A 23-page review of the council's activities and regional progress was presented by the general manager.

A retired clerk-treasurer of Rainy River, Victor K. Croxford, will act as consultant to the council on regional projects. Mr. Croxford has been identified with the regional council since its formation.

MWORDC - Midwestern Ontario Regional Development Council

Plans are underway to implement the second phase of the "MODA Means Business" program, introduced by the regional council last Spring. The first of three publications "All About MODA" is ready for distribution, said W. G. Urquhart, general manager. The council's municipal industrial directory will be completed the end of March. Council staff are also preparing a tourist folder guide booklet.

A one-day workshop for small manufacturers was held in Kitchener on January 25. The workshop theme was "Managing your Enterprise for Profitable Growth", approximately 32 people, representing 25 area industries were in attendance. The program was jointly sponsored by the Ontario Development Corporation, chambers of commerce and the regional council.

NEWS BY REGIONS: (Continued)

GBRDC - Georgian Bay Regional Development Council
Approximately 141 delegates attended the council's semi-annual conference at Midland, on January 25. Representatives from the Department of Economics and Development were guest speakers. Dr. Richard S. Thoman, director, Regional Development Branch, addressed the afternoon session. The Honourable Stanley J. Randall, minister, was the dinner speaker.

The Centennial edition of the Georgian Bay Marine Service Facilities Map, compiled by the regional council, is just off the press. Approximately 20,000 copies were printed.

The council's annual report for 1966 indicates that over 200 personal visits were made by staff members to various communities within the region. Zone meetings held totalled 14, with average attendance at 37, varying from 22 to 74.

NEORDC - Northeastern Ontario Regional Development Council
The offices of this council have moved to a more favourable and central location in North Bay, reports the general manager, C. Hewitt. The new address is: 380 Fraser Street, P. O. Box 836, North Bay, Ontario. The telephone number remains the same - 472-1410.

A director of NORDC, M. A. Palangio, Mayor of Cochrane, and C. P. Girdwood, vice-president and general manager of Dome Mines Ltd., (NORDC corporate member) have been appointed members of the Ontario Northland Transportation Commission. A past president of NORDC, Roy Thompson, is also on the Commission.

CORDC - Central Ontario Regional Development Council
The board of directors has approved the immediate preparation of a regional development manual to cover the 56 municipalities within the region. This action was the result of a request by the Ontario Zone Committee, reports D. B. Lewington, president. The purpose of the manual is to assemble in one convenient document all municipal facilities and information in a comparative form to interest business development agencies, industries and commercial enterprises wishing to commence, or expand operations within the four-county region.

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ECONOMIC DEVELOPMENT:

"SELF-HELP"
A group of businessmen in a Western Ontario community, not content to sit idly by waiting for a large outside industry to set-up a branch plant in their town, utilized local skills and capital to create a new and expanding industry.

Approximately five years ago, two residents of Port Elgin, Fred Richters and Ralph Mittendorf, went into partnership and purchased an idle planing mill of 8,000 sq. ft. useable space. In 1965 the firm was joined by another local businessman, Art Davey, and a limited company was set-up. Mr. Davey is the Mayor of Port Elgin and president of the Georgian Bay Regional Development Council.

The firm now has 15 persons on the payroll, said Mr. Davey and we have been successful in obtaining sizeable contracts with Simpson Sears and Douglas Aircraft of Canada Limited. Sales have increased each month, consequently the firm is contemplating a building expansion program in the near future.

The company, known as Port Elgin Cabinet Makers Limited, specializes in all types of wood fabricated products.

The photograph shows staff members standing by a 27' transit case for Douglas Aircraft of Canada Limited.

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RESEARCH:

The second edition of a research index listing projects being carried on within Ontario government departments and agencies and in a number of companies operating in Ontario, has been published by the Ontario Economic Council.

The 1966 Research Index lists projects being actively investigated in agriculture, chemistry, earth sciences, engineering, forestry, life sciences and physics. (See Bibliography).

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PARKS & CONSERVATION:

A two-day provincial conference on parks and recreation, sponsored by the Conservation Council of Ontario, is scheduled at the King Edward Hotel, Toronto on April 17 - 18, 1967.

Program participants include: The Honourable Rene Brunelle, minister, Ontario Department of Lands and Forests, Senator N. A. M. MacKenzie; Dr. A. E. Berry, retired chairman, Ontario Water Resources Commission; a senior official from the Washington Office of the U. S. Bureau of Outdoor Recreation; D. V. Knetsch, Resources for the Future, New York; R. Hovind, Department of Resource Development, Wisconsin; G. Henderson, executive director, National Provincial Parks Association.

Further information may be obtained by contacting the Conservation Council of Ontario, 85 King Street E., Toronto. Telephone 366-1387.

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PLANNING:

The following statistics were given by the Honourable J. W. Spooner, in his address to the Ontario Association of Rural Municipalities at the King Edward Hotel, Toronto on February 13, 1967.

"The assessed population in the rural areas has increased almost 11 per cent in the last 10 years and presently is about one-quarter of the population of this Province.

"Of more than 800 rural municipalities, only 358 or 44 per cent, are within areas defined for planning purposes at the request of local councils.

"The population in these 358 municipalities is slightly less than one million, or about 66 per cent of the population.

"Although there are 358 municipalities in planning areas, it is rather disappointing to note that only 87 have an Official Plan. This means that about 10 per cent of rural municipalities and only 21 per cent of the rural population benefit from policies set down in such plans.

"I will put this another way", said Mr. Spooner, "if you add together the one-half million of the rural population who are not in planning areas and the three-quarters of a million who are, but who had had no plans prepared to guide the there are at least one and one-quarter million people living in rural municipalities who are not benefitting at all from a planning program."

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PLANNING: (Continued)

The following resolution was passed at a Norfolk County zone meeting of the Lake Erie Regional Development Council, on January 11.

"That the Norfolk County Council be asked to appoint a steering planning committee composed of the 13 reeves or deputy reeves of the municipalities of Norfolk County, to study ways and means of implementing economic, social and land-use planning throughout the entire County of Norfolk"

The resolution was forwarded to the Office of the County Clerk and Treasurer and on January 30 the council received the following reply. "Norfolk County Council, on the second day of their January session approved the resolution of the regional development council that the Norfolk County Council appoint a planning committee".

****

PROJECTS:

During the summer and fall of 1966, staff members of the Midwestern Ontario Regional Development Council visited every section of the four-county region.

The council's general manager W. G. Urquhart and R. S. Macpherson, industrial commissioner, Guelph, visited towns, villages, industrial parks, historical sites and recreational areas, documenting on film pictures in colour and black and white. "No community is elevated above another", said the general manager "and the whole Huron, Perth, Wellington and Waterloo area is identified as an integral regional unit".

The council, through this project, now has available a file of transparencies numbering some 1,000, and black and white photographs numbering approximately 1,200. The general manager advised that the 2¼ inch transparencies can be made into 35 mm slides, or used for reproduction as the need arises. The black and white photographs are available not only for publication purposes, but for the use of the various counties, municipalities, towns and cities within the Midwest region.

This is the beginning of a comprehensive central library of photographic material of value beyond measure, confirmed W. G. Gerth, president, MWORDC, and this is only the beginning. A continuing program of photography that will keep this library up-to-date and functional will be maintained throughout the coming years.

A selection of these pictures appear in the council's new publication, "All About MODA".

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PROMOTION:

- Courtesy of the London Free Press

MIDWEST'S NEW BROCHURE:

The final copy of "All About MODA" receives close inspection as it comes off the press. Left to right W. C. Gerth, president, Midwestern Ontario Regional Development Council; R. S. Macpherson, industrial commissioner, Guelph and W. G. Urquhart, council manager.

Approximately 10,000 copies of this publication have been produced and distribution will be made this month, reports Mr. Urquhart.

The coloured brochure tells the story of the four-county region under the headings of industry, agriculture, education, essential services, communications and transportation, recreation and environment.

****

COUNTIES:

The mid-term meeting of the Association of Ontario Counties will be held at the King Edward Hotel, Toronto on April 4 - 6, 1967.

****

MUNICIPALITIES:

AVOID EXPENSIVE WASTAGE OF WATER

- A LEAK THIS SIZE WILL WASTE 62,000 GALLONS A YEAR
- A LEAK THIS SIZE WILL WASTE 354,000 GALLONS A YEAR
- A LEAK THIS SIZE WILL WASTE 1,314,000 GALLONS A YEAR

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BIBLIOGRAPHY:

RESEARCH INDEX - ONTARIO 1966

- Projects being carried on within Ontario Government Departments and Agencies.

Obtainable free of charge from:
Ontario Economic Council,
950 Yonge Street,
Toronto, Ontario.
Telephone: 365-4315.

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Published by: Regional Development Branch, Ontario Department of Economics and Development, 950 Yonge St., Toronto 5, Ont. Area code **416. 365-5451.**

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864 Lady Ellen Place,
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526-2632

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5120

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591 Wellington Road S.,
London, Ontario.
434-9159

St. Clair Regional Development Council,
382 Wellington Street W.,
Chatham, Ontario.
354-5344

Central Ontario Regional Development Council,
15 Yonge St. North,
Richmond Hill, Ontario.
884-4284

REGIONAL DEVELOPMENT

MUNICIPAL AFFAIRS
JUN 21 1967

the Co-ordinator

DEPT. MUNICIPAL AFFAIRS
JUN 9
MINISTER'S OFFICE

Working for Ontario Municipalities

APRIL/MAY 1967.

Here, in brief, are comments made by H. I. Macdonald, chief economist, Ontario Department of Economics & Development, to members of the Ontario Regional Development Council on April 17, 1967, at the Royal York Hotel, Toronto.

"My role as chief economist and chairman of the advisory committee on regional development (the inter-departmental group of civil servants which advises the Cabinet Committee) provides a special vantage point from which to survey government activity in regional matters. From that vantage point, one observation has been abundantly clear to me - the regional development councils have been the missionaries of the regional movement in Ontario and must be assured of an integral and responsible place in the government's program.

"It is obvious that your mission has had results of great significance - the formulation of a regional development program by the government of Ontario. This is of major importance, because the regional involvement of the provincial government is as big as the provincial budget itself - the expenditure of some $2.2 billion in the fiscal year 1967/68 on government activity across the province. If we were to attempt to boil our joint objectives down to one simple proposition, I think that it would probably be this - to ensure that the spending of that $2.2 billion is planned, directed and applied in a manner that will have the greatest impact on the economic development of all regions of the province.

"I believe that this process involves three separate, but inter-related matters which are presently before us:

(i) regional economic planning
(ii) regional physical, environmental and land-use planning
(iii) regional government and regional implementation

"The first responsibility of the Ontario government is to consider the whole province as a unit and to plan for the orderly development and the greatest rate of economic growth of the whole province. This is the intention of the announced "program for provincial development", which will consider the whole range of government policy, expenditure and investment with a view to ensuring orderly planning. Policy on matters such as human and resource development, transportation, industrialization, power development, provision of services - all reflected, in turn, in financial and budgetary policy - must be co-ordinated to ensure the most effective provincial development.

"However, at that point, it is clear that different approaches must be taken, within the overall development strategy, to the different conditions found in the ten economic regions of the province. Provincial policy and regional requirements must be joined together and never pulled asunder. Such is the purpose of "Design for Development" - the machinery and goals of the regional program".

REGIONALISM:

The functions of Regional Development Committees in New South Wales, Australia, (Counterparts of the Ontario Regional Development Councils), were revised and consolidated recently by the Minister for Decentralization and Development, John B. Fuller.

Divided into eight points, these functions are as follows:

(1) -The land, minerals and forests are the basis of regional resources. Committees should maintain up-to-date records of these resources.
(2) -Regularly review the principal guides to the regional economy, namely population movement and the level employment and advise on trends in respect of primary, secondary and tertiary industries.
(3) -Weld local government and community thinking into regional thinking. Issues confined to one local government area or community, unless affecting the whole or a major part of the region, are outside the role of Committees.
(4) -Attract new industries to the region and assist in the expansion of existing industries, particularly those capable of attracting income to the region.
(5) -Examine, investigate and work for specific development projects and establish priorities.
(6) -Maintain interest in public works programs and present submissions to authorities on additional projects regarded as providing greatest benefit.
(7) -Identify local sources of finance and direct investment into viable local projects capable of providing growth and employment.
(8) -Disseminate information concerning methods of increasing regional production and growth. Advise all local government bodies of Committees' deliberations.

The above information was obtained from: New South Wales Regional Development Newsletter, dated November, 1966.

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Deputy Minister, S. W. Clarkson, Ontario Department of Economics and Development, announced recently that A. H. LeMasurier had joined the management team of the Ontario Housing Corporation.

Mr. LeMasurier, former associate director, Regional Development Branch, was the sponsor of "The CO-ORDINATOR", as well as other regional publications produced in recent years. Under his direction three new councils were formed.

Council members and old friends will undoubtedly continue to meet him from time to time in his work with the growing programs of the Ontario Housing Corporation, Mr. Clarkson said.

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TOURISM:

Publication of a tourist industry booklet dealing with problems to be considered when expanding a motel operation, was announced recently by the Department of Economics and Development and the Department of Tourism and Information.

The 16-page booklet "Building for the Future", is part of a stepped-up service to the industry, by the Ontario Development Corporation and the Department of Tourism and Information.

Corporation officials say they intend continuing their special advisory service to tourist operators at centres throughout the province. These sessions provide free and confidential guidance to individual tourist operators on financial and managerial problems.

Copies of "Building for the Future" are obtainable from the Ontario Development Corporation (see bibliography section).

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RURAL DEVELOPMENT:

A recent announcement by the Ontario Food Council, Ontario Department of Agriculture and Food, indicates that a National Food Show will be added to the Royal Winter Fair this year and developed on a five year plan. Commodity groups, packers, processors and retailers will participate.

The Royal Winter Fair is held annually in Toronto, late fall.

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NEWS BY REGIONS:

EORDC - Eastern Ontario Regional Development Council

Over 100 delegates attended the council's annual spring meeting held at the Chateau Laurier, Ottawa, on April 19. Guest luncheon speaker was the Hon. R. A. Bell, Member of Parliament for Carleton.

Council staff are preparing a regionaltourist folder which will be ready for distribution this month, reports the general manager.

NEWS BY REGIONS: (continued)

NRDC - Niagara Regional Development Council
Parks and Recreation Needs - Present and Future, was the theme of the council's nineth annual conference, held at Niagara Falls recently. Approx. 165 delegates attended. The council is processing 13 resolutions passed at the proceedings. Conference papers and reports will be published in book form again this year, reports J. A. Richards, general manager.

A tour of east Haldimand County (zone 4), scheduled for May 31, has been arranged by council staff. Participants will be given the opportunity to view development that has taken place within the area, said Mr. Richards. A similar tour was carried out last year of the western part of the county.

LORDC - Lake Ontario Regional Development Council
Over 2,000 written enquiries have been received from people interested in spending a holiday in the Lake Ontario region. This is the result of LORDC and the tourist councils co-operating in tourist promotion at three U. S. Sportsmen's Shows earlier this year.

Annual meetings for zones 1 and 2 were combined in the form of an industrial development forum, held in Peterborough recently. The conference was sponsored jointly by the regional council and the Trade and Industry Branch, Ontario Department of Economics & Development.

SCRDC - St. Clair Regional Development Council
The board of directors have announced the appointment of R. A. Helmer, as a regional development officer with the council. Mr. Helmer's recent experience includes administrative duties with a chartered bank, prior to this he was a news media writer.

Council staff have been working closely with the Ontario Development Corporation (ODC), arranging interviews for businessmen within the region wishing to use the consulting service of the Corporation.

LERDC - Lake Erie Regional Development Council
"Regional Development in Ontario", was the theme of the Council's annual meeting on April 5. Dr. Richard S. Thoman, director, Regional Development Branch, Ontario Department of Economics & Development, was the key-note speaker.

NEWS BY REGIONS: (Continued)

LERDC - Lake Erie Regional Development Council (Continued)
Council staff are preparing for a one-day conference to be held June 7, 1967, at Althouse College of Education (southwest corner Western & Sarnia Gravel Roads) University of Western Ontario. The conference theme is:"How Do Municipal Councils Guide the Patterns of Growth".

NWORDC - Northwestern Ontario Regional Development Council
The council's general manager, Alexander Phillips, was a member of a group of businessmen and developers from Western Canada, making a special industrial tour of Japan on April 11 to 25.

The portrait of Mayor Luke Francis, president, was chosen by the business magazine "Trade & Commerce" for the front cover of a special issue featuring the growth and development of Northwestern Ontario. The regional council contributed background material for this report.

MWORDC - Midwestern Ontario Regional Development Council
Following the board's recent decision to increase activity at the local level, council staff arranged zone meetings in each of the four counties within the region.

Municipal membership in the council is gradually nearing the record figure established last year, Mr. Urquhart, general manager, announced recently. The counties of Wellington, Perth and Huron have renewed membership on a county-wide basis and the cities of Kitchener, Galt and Guelph have re-affirmed their support.

Reeve Orval J. Wassman of Grand Bend, was recently elected president of this council, he succeeds W. C. Gerth of Milverton.

GBRDC - Georgian Bay Regional Development Council
The council assisted the Department of Tourism and Information in organizing a Hospitality Seminar at Barrie on May 3. Approx. attendance was 900.

GBRDC's memberships for this year amount to 122 municipalities, out of a possible total of 156, including four counties.

NEWS BY REGIONS: (Continued)

GBRDC - Georgian Bay Regional Development Council (Continued)
Mr. Gordon Pyatt of Thornbury is the council's new president, he succeeds Mayor W. A. Davey of Port Elgin. Other officers are: 1st vice-president - Willard Kinzie, Barrie; 2nd vice-president - James Stevenson, Bracebridge; Secretary-Treasurer - Russell Quick, Trout Creek.

NEORDC - Northeastern Ontario Regional Development Council
Council staff have been up-dating the municipal and industrial manual.

Continuance of a study by the council on the Sault Ste Marie harbour development, was endorsed by the board of directors. The purpose of the survey is to determine the volume of shipping possible if a deep water port was established in the Northeastern region.

Mr. Leo Del Villano, former mayor of Timmins, is now president of this council, succeeding Austin Hunt of Kagawong.

CORDC - Central Ontario Regional Development Council
The council held its first annual meeting at the Bayview Secondary School, Richmond Hill, on May 18. Approximately 80 persons attended. Guest speaker was Professor Norman Pearson, AMTPI.MTPIC, Department of Geography, University of Waterloo.

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RESEARCH:

A report by the Ontario Economic Council, entitled "Why, Where, How, and Would They Do It Again". is a study in depth of 42 Ontario industries, employing between 10 and 300 persons.

Each case history is reported in detail, but in strict anonymity. Senior members of management in each instance were asked the following questions:

(1) What factors influenced your choice of site?
(2) How has the decision worked out and what have been the major problems, if any?
(3) If you were starting all over again, would you make the same decision?

RESEARCH: (Continued)

The companies interviewed included subsidiaries of British, American and Canadian firms, companies that had moved from other provinces, or from one location to another in Ontario and new companies formed in non-metro localities.

Copies of the 19-page report may be obtained from the Ontario Economic Council (see bibliography section).

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ECONOMIC DEVELOPMENT:

Ontario Representatives Visit Presque Isle, Maine:

The recent announcement by the Hon. C. S. MacNaughton, Provincial Treasurer, that negotiations are taking place to purchase the former RCAF Base, Centralia, was received with enthusiasm by the Midwestern Ontario Regional Development Council.

The council has been very active in this development, having been involved with both provincial and federal authorities for some time on the potential of Centralia and its economic effect on the region, said W. G. Urquhart, council manager.

In an effort to obtain first-hand information on how a military base can be converted, representatives from the Ontario Development Corporation, Ontario Department of Economics & Development; Stevenson & Kellogg Limited, management consultants; Stephen Township (Huron County) and the Midwestern Ontario Regional Development Council, made a recent trip to Presque Isle, Maine, to study the redevelopment program initiated in this community when their air base was closed. The party spent two days touring the base and interviewing people involved in the redevelopment program.

In the six year period since the base was vacated a concentrated program has developed, with the result that at present the total area has been revitalized, said Mr. Urquhart.

The photograph shows the Ontario party touring the base, (left to right) W. R. McLachlan, Ontario Development Corporation; Stuart W. Stuart, Stevenson & Kellogg Limited; James B. Coffey, Jr., executive director, Presque Isle Industrial Council and W. G. Urquhart, general manager, Midwestern Ontario Regional Development Council.

The proposed industrial educational park at Centralia will be operated by the Development Corporation, Mr. MacNaughton reported.

PROMOTION:

MODA COUNCIL WINS P.R. AWARD: The Midwestern Ontario Regional Development Council was presented with an "Award of Excellence" for its "All About MODA" brochure, as best article in company publications media, by the Canadian Public Relations Society Inc., at its 19th Annual Conference held at the Chateau Frontenac in Quebec City on May 2 - 5, 1967.

Receiving the award on behalf of MODA council was R. S. Macpherson (right) member of the Canadian Public Relations Society, director of MODA council, industrial commissioner for the City of Guelph and photographer responsible for the photo material in the publication.

"All About MODA" brochure was selected for the "Award of Excellence" from entries submitted by leading public relations organizations from across Canada

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Arrangements for a Centennial Golden Triangle Cruise are well underway, reports H. D. Callan, general manager Eastern Ontario Regional Development Council.

The boats will leave Ottawa on June 7, travelling through the Rideau waterway and the St. Lawrence, arriving in Montreal on June 15. Following a three-day stop-over at Expo the group will return to Ottawa on June 21 via the Ottawa River. The total distance covered will be approximately 350 miles.

The CBC propose sending a film crew along to take two short films of the cruise, with bilingual commentary, said Mr. Callan.

PARKS & CONSERVATION:

Recreational land may some day be more important to the Niagara Region than industrial land, said a report issued jointly by Dr. J. N. Jackson of Brock University, St. Catharines and Dr. Lloyd Reeds of McMaster University, Hamilton. Suitable areas should be acquired now, they say, or "mothballed" under their present use before they are destroyed by uncontrolled development.

The study was made at the request of the Niagara Regional Development Council, for use as a background paper at the council's nineth annual conference in Niagara Falls on April 12 & 13.

The report predicted a need for 13,000 acres of parkland for 1986, when the region's largely urban population is expected to be 1,350,000.

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PLANNING:

A seminar on county and regional planning, organized by the Lake Ontario Regional Development Council (LORDC) took place at Napanee on April 26.

Program participants were: Howard Zeigler, vice-president, Waterloo County Planning Board; Harold H. Costello, chairman, Lincoln County Planning Committee; O. S. Larry, clerk-treasurer, Town of Trenton; Kenneth Hawkes, planning consultant, Georgian Bay Regional Development Council; David Logan, barrister, Lindsay. The guest luncheon speaker was Paul Pirie, director of planning, J. M. Tomlinson Associates, consulting engineers and town planners, Burlington.

Approximately 90 municipal officials attended. Mr. Pirie discussed the need for a regional planning program and described the background in the formation of the Hamilton Wentworth County Planning Board, with whom he was associated for 10 years.

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The sixth annual Planning Problems and Progress Conference of the Community Planning Association of Canada (Ontario Division), is scheduled for June 1, 1967 at the Park Plaza Hotel, Toronto. Guest speakers will be: The Hon. J. W. Spooner, minister, Department of Municipal Affairs and Dr. L. E. Lynch, head, Philosophy Department, St. Michael's College. Presentations will be made by senior spokesmen for - Department of Economics & Development, Department of Highways, Ontario Municipal Board, Ontario Water Resources Commission.

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THE COUNCILS:

CORPORATE MEMBERS OF CORDC MEET: The Corporate members section of the Central Ontario Regional Development Council, held its inaugural meeting on March 29, 1967, at the Aero Inn, Malton.

Shown in the picture (left to right) are: D. M. Penrose, Imperial Oil Ltd; F. McKechnie, director CORDC; Mrs. Lois Hancey, director CORDC; R. H. Forbes-Roberts, British American Oil Co. Ltd; D. J. Reddington, executive director, CORDC; D. Lewington, president CORDC; L. A. Duby; director CORDC; G. C. Walters, Consumers Gas Company; M. E. Vokes, Anthes Business Forms Ltd; A. MacKay, The Toronto Dominion Bank, Newmarket; D. Dill, Dills Printing & Publishing Co. Ltd.

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COUNTIES:

The Counties of Oxford & Norfolk (Lake Erie Region) are discussing with the Counties of Brant and Haldimand (Niagara Region), a proposed four-county regional detention centre.

Reports indicate the possible location will be the Norwich-Scotland district.

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BIBLIOGRAPHY:

"BUILDING FOR THE FUTURE" -
Published as a service to Ontario's motel industry.
-Available from: The Ontario Development Corporation,
950 Yonge Street,
TORONTO 5, Ont.
(Copies ordered outside the province $1)

"WHY, WHERE, HOW and Would They Do It Again"
A review of the site selection process of 42 industries.
-Available from: Ontario Economic Council,
950 Yonge Street,
TORONTO 5, Ont.
$1 per copy.

Published by: Regional Development Branch, Ontario Department of Economics and Development, 950 Yonge St., Toronto 5, Ont. Area code **416. 365-5451.**

Ontario Regional Development Councils:

Eastern Ontario Regional Development Council,
864 Lady Ellen Place,
Ottawa 3, Ontario.
729-7985

Georgian Bay Regional Development Council,
P.O. Box 190,
185 King Street N.,
Midland, Ontario.
526-2632

Lake Ontario Regional Development Council,
Clapper Building,
263½ George Street,
Peterborough, Ontario.
742-5986

Northeastern Ontario Regional Development Council,
380 Fraser St.,
P.O. Box 836,
North Bay, Ontario.
472-1410

Northwestern Ontario Regional Development Council,
Room 208. News Chronicle Building,
Port Arthur, Ontario.
344-6111

Niagara Regional Development Council,
22 Livingston Ave.,
Grimsby, Ontario.
945-2404

Midwestern Ontario Regional Development Council,
Victoria & Grey Trust Building,
P.O. Box 608, 1 Ontario Street,
Stratford, Ontario.
271-6780
5120

Lake Erie Regional Development Council,
591 Wellington Road S.,
London, Ontario.
434-9159

St. Clair Regional Development Council,
382 Wellington Street W.,
Chatham, Ontario.
354-5344

Central Ontario Regional Development Council,
15 Yonge St. North,
Richmond Hill, Ontario.
884-4284

REGIONAL DEVELOPMENT

the Co-ordinator

Working for Ontario Municipalities

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A research grant to conduct a pilot study on the concept of a regional development plan was awarded recently to the Planning and Resources Institute, University of Waterloo, by the Ontario Department of University Affairs.

This project has been launched in the Midwestern Ontario Region, embracing the Counties of Waterloo, Wellington, Huron and Perth.

The objective is to try to develop the basic features of an overall comprehensive plan that will be useful for all regions, said Ian Macdonald, chief economist, Province of Ontario.

The study is under the direction of L. O. Gertler, professor of planning, Geography Department, University of Waterloo. Regional development plans will bring entirely new dimensions to provincial budgeting, said Mr. Gertler, they will answer not only the questions of what services there should be, but where they should be located.

The study will be threefold, said Mr. Gertler and will:

(1) Provide the basis for a regional development plan.
(2) Design a process which relates to a provincial development plan.
(3) Prepare a planning process which enables the voice of the region to be expressed.

Close liaison will be maintained with the Midwestern Ontario Regional Development Council, the Ontario Department of Economics and Development, through the director of the Regional Development Branch, Dr. Richard S. Thoman, and with the various provincial inter-departmental committees on regional development.

REGIONALISM:

The largest regional development plan ever undertaken in Western Canada was announced recently by the Premier of Manitoba, Duff Roblin and the Honourable Maurice Sauve, minister, Canada Department of Forestry and Rural Development.

Reports state that the 10-year program is designed to provide aid for almost every facet of life and may be the format for similar projects in other areas.

The plan calls for extending the arable land, turning unproductive land into recreational areas, improving roads throughout the region, aiding fishermen to improve their techniques, attracting industry and providing educational opportunities to both children and adults.

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TOURISM:

Tour maps and guide booklets for the Counties of Wellington, Waterloo, Perth and Huron have been prepared by staff members of the Midwestern Ontario Regional Development Council and the Mid-Western Regional Tourist Council.

Numbering 12 in all, the tours vary from an afternoon's drive, to a three-day trip. Whenever possible, the tourist travels on little used country roads, passing through Mennonite country, villages, towns and cities. Other routes include the Lake Huron shoreline.

The MODA guide booklet also lists food and accommodation; farm vacations; stores; shops and special attractions.

Copies of the publication have been distributed by the regional council throughout the United States and at border crossing points, said W. G. Urquhart, council manager.

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RURAL DEVELOPMENT:

A report dealing with the supply and disposition of soybean oil and soybean meal has been released by the Applied Economics Branch, Office of the Chief Economist, Ontario Department of Economics and Development.

The report contains a collection of statistical data concerning the production and marketing of soybeans together with data on other agricultural products which are related to, or have similar applications to the soybean industry.

Copies of this report are available, upon request. (See Bibliography for details).

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NEWS BY REGIONS:

EORDC - Eastern Ontario Regional Development Council
The council is sponsoring a meeting in Hawkesbury to explain the character and uses of area designation aids. The Prescott County meeting date is to be announced. The Hawkesbury area is Ontario's most easterly designated area for federal manufacturing growth assistance.

NRDC - Niagara Regional Development Council
A joint evening meeting of Zone 2 and the Lincoln County Planning Committee was arranged recently at Ball's Falls Conservation Park. "Conservation in the Niagara Peninsula Watershed Area" was the topic under discussion. Panelists included: Dr. E. G. Pleva, head, Geography Department, University of Western Ontario; Mel Swart, past reeve, Thorold Township; Cy Armstrong, city administrator, City of St. Catharines. Program chairman was Harold Costello. Approximately 70 delegates attended.

LORDC - Lake Ontario Regional Development Council
The council's clean water campaign is being carried by news media throughout the entire region and across the country, reports D. W. Kingdon, general manager. Recently Princess Cleanwater - the living symbol of this anti-pollution effort - was a guest on the program Luncheon Date, carried over CBLT-TV, Toronto. Host Elwood Glover devoted 15 minutes to the interview which touched on all aspects of the campaign launched in June.

NEWS BY REGIONS: (Continued)

LORDC - Lake Ontario Regional Development Council (Continued)

The message has been carried by council staff to 26 schools and more than 3,000 students have been informed of the campaign.

Princess Cleanwater is shown in the picture.

SCRDC - St. Clair Regional Development Council

Tourists entering the St. Clair region may receive assistance at a tourist information booth located on the MacDonald Cartier Freeway at West Lorne, reports W. M. Snider, executive director. The tourist councils and SCRDC are working together on this joint venture.

A report prepared by Acres Research and Planning Ltd., on the St. Clair Economic Region, has been condensed by council staff. The 35-page abridged version has been distributed to member municipalities, corporate members, MP's and MPP's within the region.

LERDC - Lake Erie Regional Development Council

A successful one-day workshop on municipal planning was reported by Douglas A. Fisher, general manager. "How Do Municipal Councils Guide the Patterns of Growth" was the conference theme. Group discussions took place and Graham Adams of the Community Planning Branch, Ontario Department of Municipal Affairs addressed the delegates. A film, "Valleys and People", accompanied his talk. Dr. E. G. Pleva, head, Geography Department, University of Western Ontario, was the conference chairman. Charles I. Black, clerk-treasurer, Aldborough Township, County of Elgin, also addressed delegates.

Dr. Richard S. Thoman, director, Regional Development Branch, Ontario Department of Economics and Development, was the guest speaker at the board of directors meeting held June 28. Dr. Thoman reported on the progress of the overall regional development program.

NEWS BY REGIONS: (Continued)

NWORDC - Northwestern Ontario Regional Development Council

Executive officers of the council and other regional leaders, met recently at a day-long conference at Atikokan to discuss ways and means of stimulating economic growth and development within the region. Guest speaker was the Honourable Stanley J. Randall, minister, Ontario Department of Economics and Development.

The mid-year meeting of the board of directors and advisors of the council took place at the Prince Arthur Hotel, Port Arthur, July 27. Othersin attendance included members of the regional advisory committee, comprising senior provincial civil servants in the area; federal and provincial members of parliament and representatives of the Regional Development Branch.

MWORDC - Midwestern Ontario Regional Development Council

MODA council and the Mid-Western Tourist Council recently held a joint annual conference at Breslau. The conference theme was "Shaping the Future of MODA".

Afternoon panelists included (shown in picture, left-to-right) Richard S. Thoman, director, Regional Development Branch, Ontario Department of Economics and Development; Ian Macdonald, chief economist, Province of Ontario; L. O. Gertler, professor of planning, University of Waterloo and O. J. Wassman, Grand Bend, president MODA council.

Approximately 120 delegates attended the afternoon discussions. Guest dinner speaker was Fred J. Boyer, executive director, Information and Planning Division, Ontario Department of Tourism and Information.

GBRDC - Georgian Bay Regional Development Council

Preparations are underway for the council's eighth annual conference, scheduled this year for September 18 and 19 at Honey Harbour.

NEWS BY REGIONS: (Continued)

GBRDC - Georgian Bay Regional Development Council (Continued)
Council manager, W. N. Keefe, reports that the program will include discussions on subdivision planning, tourism, agriculture, campsites and regional development. The Prime Minister of Ontario, John P. Robarts and the Honourable Rene Brunelle, minister, Ontario Department of Lands and Forests will be guest speakers. Full program details will be available the third week of August, said Mr. Keefe.

GBRDC's updated industrial manual has just been released. The directory lists plant locations, financial and industrial services, manufacturing establishments, manufactured products and municipal data.

NEORDC - Northeastern Ontario Regional Development Council
The council held four meetings on Area Development Agency designation aids to their municipalities. Sites of the meetings were: Timmins, Kirkland Lake, New Liskeard and North Bay. Panels of experts from provincial and federal agencies involved addressed large audiences, President Leo Del Villano reported.

The Regional Development Branch has approved a $5,000 Algoma district seaway port study, requested by NEORDC.

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ECONOMIC DEVELOPMENT:

A report on employee training programs in 18 companies located in Ontario, U.S.A. and Europe has been published by the Ontario Economic Council.

The 84-page publication, "Skill Acceleration", provides a complete description of industrial training services developed by the Ontario Departments of Education and Labour, as well as detailed directions by which a company can set up its own skill training program.

Copies of the publication may be obtained from the Ontario Economic Council. (See Bibliography section).

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ECONOMIC DEVELOPMENT: (Continued)

LODA WINS AGAIN:

The Lake Ontario Regional Development Council won the "Superior" award (second place) for their brochure "LODA Facts".

The brochure provides up-to-date information on all municipalities that make up the eight county Lake Ontario Region.

The award was made to D. W. Kingdon, general manager, at the annual conference of the American Industrial Development Council, held in Boston, U.S.A. recently.

In the picture, from left-to-right, E. W. Curtin, LODA president and Mr. Kingdon, hold the framed cover of the award winning brochure.

In 1958 the council won a similar award at the AIDC conference for an earlier version of LODA Facts.

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RESEARCH:

The Erie Research Project, under the direction of Dr. E. G. Pleva, head, Geography Department, University of Western Ontario, is well under way, reports Douglas A. Fisher, general manager, Lake Erie Regional Development Council.

This is a three year study and includes gathering of data relative to physical qualities of the land, farm units; property values; population characteristics; locations of all physical establishments; business activities and flow of commodities within the region and between the region and other areas.

Five staff members and 26 students from the University of Western Ontario make up the research teams assembling information from 71 municipalities in the Lake Erie Economic region.

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PLANNING:

"Planning is inventing the future instead of letting it happen", said Norman Pearson, AMTPI.MTPIC., Department of Geography, University of Waterloo.

Mr. Pearson spoke at the recent annual meeting of the Central Ontario Regional Development Council.

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PARKS & CONSERVATION:

A study of regional parks is presently being undertaken for the Counties of Essex, Kent and Lambton, under the sponsorship of the St. Clair Regional Development Council.

The study will provide a complete catalogue of parks within the region, said Peter Paisiovich of Blenheim, chairman of the council's regional parks committee, and will give recommendations for future park requirements and locations.

Research for the project will be carried out by students from the University of Windsor, under the direction of Professor Paul Vandall, of the Department of Geography.

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PROMOTION:

The Lake Ontario Regional Development Council is arranging for a three-day bus trip through the region, scheduled to take place in September of this year.

Industrial development officers from government agencies, banks, railways and large industries based in Toronto will be invited on the tour, said D. W. Kingdon, council manager.

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THE COUNCILS:

MODA PUBLICATIONS WIN AWARDS IN BOSTON: Two MODA publications - "All About MODA" and "A Guide for Touring MODA", received "Honourable Mention" awards from the American Industrial Development Council at its 42nd annual conference held in Boston, May 7-10, 1967.

The MODA publications were selected from over 350 pieces of literature submitted by state, provincial, regional and municipal industrial development agencies from both Canada and the United States.

Membership in AIDC stands at over 1,000 full-time professional industrial developers and over 700 were in attendance at the conference.

Attending from the MODA region were - W. G. Urquhart, general manager, MODA council; A. J. Gillies, MODA director and industrial commissioner, Kitchener and R. S. Macpherson, MODA director and industrial commissioner, Guelph.

The picture shows Mr. Urqhuart (left) receiving the awards.

PROJECTS:

A brochure of antique shops in the Counties of Essex, Kent and Lambton has been prepared by the St. Clair Regional Development Council.

Copies have been distributed throughout the region for the purpose of assisting tourists in locating the various dealers, said the council's Executive Director, W. M. Snider.

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MUNICIPALITIES:

Summer activities of municipalities in the Niagara region have been recorded by the Niagara Regional Development Council and listed in the Centennial Issue of their newsletter.

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"SKILL ACCELERATION" -
18 growth companies explain how they develop extra employee skillpower.

Available from: The Ontario Economic Council,
950 Yonge Street,
Toronto 5, Ontario.
Tel: 365-4315.
50¢ per copy.

"SOYBEANS IN ONTARIO - PRODUCTION, UTILIZATION AND PROSPECTS".

Available from: Dept. of Economics & Development,
Applied Economics Branch,
Frost Building South,
Queen's Park,
Toronto, Ontario.
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REGIONAL DEVELOPMENT

the Co-ordinator

Working for Ontario Municipalities

Aug./Sept., 1967.

REGIONALISM:

A world-wide conference was held in Toronto at York University from August 6-16, 1967, to discuss the problems of metropolitan cities. Forty different cities from thirty countries were represented for the 10-day conference.

The theme was to enlighten each representative city about the problems that are facing it in the eyes of the others represented. Solutions were not forthcoming but approaches to solutions and their success were outlined.

The major topics covered were: The Functional Metropolis and Systems of Government, Finance, Administration, and Participation, Intergovernmental Relations, Transportation, Planning and Urban Design, Education, Utilities, Housing, and Health and Welfare.

Each paper was prepared by an authority in the field and sent to four different cities in the world for criticism and comment. The paper and the critical reviews were assembled in Toronto and formed the basis of the discussions.

It may be noted that the city entity was rarely discussed, but the city and the surrounding region with great emphasis on the effect of the city on its hinterlands. In this manner, certain regional techniques such as journey-to-work, commodity flow, retail trade area and input-output were analyzed to show the impact of a city on its region and to try to delimit the region according to planning, and administration.

The success of the conference was mainly due to the fact that the similarities of problems and various approaches to solutions were aired, free of political belief.

The conclusion was unanimous for continuity, every five years on a world-wide basis and possibly every year on a continental basis.

An International Secretariat to co-ordinate the efforts of all cities and to distribute information is to be set up in Toronto under the auspices of the Bureau of Municipal Research.

Financing was not thoroughly discussed, but possibility of United sanction and assistance was not beyond doubt.

REGIONALISM: (Continued)

The recent Pan American Institute of Geography and History Seminar held at McMaster University in Hamilton, Ontario, was an overall success. McMaster University, through the Geography department has been vitally interested in development in Latin America, and therefore, the University along with its co-sponsor, the Regional Development Branch of the Ontario Department of Economics and Development were privileged to host this first Inter-American Seminar on the definition of regions for development planning.

A group of about 25 participants toured the Niagara Escarpment from Hamilton to Niagara Falls, toured Niagara Falls, visited Toronto and heard an explanation and progress of the metropolitan form of government and finally continued to Ottawa via the St. Lawrence Valley and Upper Canada Village.

The delegates present included representatives from Middle America, South America, Canada and the U.S.A.

The USSR has undertaken recently to set up a system of regional growth areas to group places according to their situation in a system of settlements.

Firstly, they identified the systems of urban settlement formed in areas of industrial cities and agglomerations.

Secondly, they identified systems of settlement being formed in oil-producing and mining areas, where group forms of settlement predominate.

Thirdly, where there were zones of scattered urban settlements, they identified areas that are best served by urban service centres.

With this information they come up with the following groups.

Group	Planning Recommendation	Situation within System of Settlement
I	Places whose growth should be stimulated	Cities situated in a zone of predominant development of large agglomerations that require the creation of new industrial centres.
II	Places that have favourable conditions for growth	Cities situated in the central core and in the zone of priority development of large agglomerations in process of development.

REGIONALISM: (Continued)

Group	Planning Recommendation	Situation within System of Settlement
III	Places whose growth is not substantially affected by their situation within a system of settlement	Cities that are part of systems of group settlement in process of formation. Isolated cities and towns. Cities situated in the zone of limited development of large agglomerations in process of formation.
IV	Places whose industrial development should be restricted	Cities situated in the green belt and the zone of limited development of large agglomerations that require prompt measures to restrict their growth.

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RURAL DEVELOPMENT:

An address by the Secretary of Agriculture for the United States, Orville L. Freeman, at a conference on rural poverty, indicated by the use of statistics what the city of the future was tending to become "simply by allowing present trends to continue to their logical conclusion - for powerful, yet unplanned, forces are tending in the direction of even further imbalance".

To this end he outlined three factors that can be explicitly referred to our own scene:

One of these is tradition. The farm-to-city migration has been under way for a hundred years or more. Cities have traditionally offered better wages, education, community facilities, and cultural activities than rural areas. Both the city and the countryside have undergone tremendous change in recent years, and now many rural communities offer as much as the central city ... and a great deal more that the urban complex cannot offer. Yet the tug of traditional thinking is strong, both on the average citizen and on those who make the plant-location decisions.

A second factor encouraging centralization can be summed up as, "them as has, gits". Those areas which already have industry attract more, and this in turn attracts even more. The sprawling electronics complex in Southern California is an example. Although overcrowding, increased taxation and snarled transportation in urban areas are making rural locations increasingly attractive, the lure of established commerce still is a powerful force.

RURAL DEVELOPMENT: (Continued)

A third factor is negative, but quite possibly more important than the other two combined: We lack any accepted national goal in rural/urban balance. We have never seriously asked -- let alone answered -- questions like these: "What is a desirable maximum size for any one metropolitan area?" "How much weight should be given to rural/urban balance in the location of government facilities and awarding of contracts?" "Are more Federal incentives desirable to encourage rural development? If so, how much?" "What are the social costs involved in this unplanned population shift?"

In the absence of a national policy in this matter, decisions in industrial location, government installations, contract awards, and government program expenditures all tend to favour urban areas.

A continued unplanned stacking up of more people in urban areas, at the expense of rural areas, is a national drift that bodes ill for the future. No one planned it this way; like Topsy, "It just grew". Nobody really wants an America of super strip cities, dotted with explosive and squalid ghettoes. It is not too much to call such a drift "national idiocy", and it does no good to offer palliatives and pills to cure a disease which has literally assumed epidemic proportions.

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NEWS BY REGIONS:

SCRDC - St. Clair Regional Development Council

In all, more than twenty-five hundred copies of the SCRDC Condensation of the Acres Report for the Region were distributed to Regional Secondary Schools, on request from the Geography teachers. It has been found by the Council's Board of Directors that, as communication is built up with the Regional Geography teachers, they are an invaluable source of assistance and knowledge.

As a summer project, the Council hired a student to work on a cataloguing and library system for information gathered, so far, about the St. Clair Economic Region. To date almost three hundred individual documents have been collected pertaining directly to demographic and land use research in the Region.

NEWS BY REGIONS: (Continued)

SCRDC - St. Clair Regional Development Council (Continued)
The library contains works from private research companies, Government Departments and municipalities and is primarily intended as a ready reference for anyone doing further work or requiring information.

Cataloguing was done on a cross index system using punch cards for reference numbers so that material on any specific subject could be immediately available.

GBRDC - Georgian Bay Regional Development Council
On September 18 and 19, the GBRDC held their annual conference. Attendance there was excellent, closing the 200 mark for the third year in a row.

The keynote speaker during dinner was Mr. W. Cranston, Chairman of the Ontario Economic Council. Mr. Cranston stimulated the audience with his vibrant enthusiasm for the Georgian Bay Region and read statistics showing the growth of the region over the past ten years, but he cautioned that greater planned growth was necessary in the future. His speech was well received, indicative by the applause.

The topics of discussion were "Pollution Reduction in Georgian Bay Region" by Dr. J.A. Vance, Chairman, OWRC; a panel discussion on "Planning, Sub-divisions and Re-development" by Messrs G.K. Bain, G.M. Farrow, and J.F. Brown of the Department of Municipal Affairs; and panel discussion on "Modern Regional Development" by Messrs I.H. MacDonald, John J. Pitt, and Wm. Urquhart; and a discussion on the Smith Report by Mr. L. Feldman, and a discussion on "Campsites for Tourist Promotion" by Mr. J. Knox.

"The topics and concepts discussed were of great interest to all," said Mr. Neville Keefe, General Manager.

In summing up the conference, Mr. Gordon Pyatt, President indicated that the success was mainly due to the work of the organization, and said he was gratified at the turn-out again this year. "All of the conference papers will be reproduced and sent to all the registrants."

On the ladies program, Mrs. L. Lymburner was guest speaker and stimulated the audience with her professional appeal to the slogan "Buy Canadian".

NEWS BY REGIONS: (Continued)

GBRDC - Georgian Bay Regional Development Council (Continued)
A Board of Directors meeting was called September 18 during the Conference where attendance was almost 100 per cent.

The main point of discussion was Dr. Thoman's June 30 statement on regional development. Dr. Thoman was invited to discuss his paper which was accepted by the Board, as explained by him.

This was the first directors' meeting after the summer and the directors were brought up to date on the efforts of the head office during this period.

EORDC - Eastern Ontario Regional Development Council
E.O.D.C. has been most fortunate in having the CBC make three coloured films on the Golden Triangle during the summer months, one on the Golden Triangle Boat Tour, one on Industrial Development, and one on Tourism.

CBC had confirmed the showing of the industrial film on Friday, August 25, and the showing of the Golden Triangle Boat Cruise, called "Cruise to Expo" on Sunday, September 10th on the Twenty-Twenty network program.

The industrial film was a local program but this also will be shown on the network at a later date.

The date for the showing of the tourist film has not yet been released.

LORDC - Lake Ontario Regional Development Council
The Lake Ontario Regional Development Council just completed a three-day industrial and regional tour of some of its municipalities. September 12, 13, and 14, 1967.

A varied and interesting trip was conducted in co-operation with the Town Councils, Industrial Commissions, and Chambers of Commerce of the communities that were visited.

There was great effort and cooperation from all the communities involved and their work and hospitality was well received by the thirty-five representatives from Canadian Banks, Industry, Utility Commissions and Government that were delegates on the tour.

The tour comprehensively displayed the Lake Ontario Regional Development Area so that its promising potential in the world of Industry, Agriculture and Tourism could be appreciated.

NEWS BY REGIONS: (Continued)

LORDC - Lake Ontario Regional Development Council (Continued)
This tour, from all reports, has been well received and successful in its purpose.

Following the recent election of directors to the board, chairmen of work committees for the coming year were appointed as follows:

TOURIST:	George Coling	Brighton
INDUSTRIAL:	Mayor Michael Wladyka	Port Hope
AGRICULTURE:	Clarence Milligan	Napanee
RESEARCH:	Robert Byron	Bowmanville
S.H.A.P.E.:	George Coling	(Special Representative)
FINANCE:	Allen Hawley	Bath
WATER POLLUTION:	Douglas McMaster	Trenton

NWORDC - Northwestern Ontario Regional Development Council
Nearly 40 directors and advisers of NODA, from every section of the Northwest, converged on Port Arthur for the mid-year conference of the Board. The day-long sessions produced some of the most forceful and meaningful discussions on area affairs and problems in the organization's history. Some highlights:

The Board authorized submission to the Canadian Livestock Feed Board requesting extension of feed grain subsidies to this region.

Special assistance for the Keewatin and Geraldton areas, hard hit by economic setbacks, was called for.

Directors heard Dr. Richard S. Thoman, Director of the Regional Development Branch of the Department of Economics and Development, outline proposals for inventory and evaluation of the region's assets and potentials as first steps toward adoption of government-supported development programs.

NEWS BY REGIONS: (Continued)

NWORDC - Northwestern Ontario Regional Development Council (Continued)

Members of the Regional Advisory Board, comprising senior civil servants of provincial departments in the Northwest, attended the meeting for the first time and pledged close liaison with NODA on regional problems and programs.

Member-municipalities of NODA continue their strong and voluntary support of the Council, the manager reported, enabling the central office to function properly.

Hon. George Wardrope, Ontario Minister of Mines, addressed the concluding dinner session of the Board with an optimistic outline of the region's growth and prospects. President Luke Francis presided at all sessions.

LERDC - Lake Erie Regional Development Council

The Lake Erie Regional Board of Directors discussed the importance to the Agriculture Industry of reasonably reliable weather forecasts. It was decided to encourage the Department of Agriculture to have an Agriculture Weather commentator situated in Western Ontario to give similar weather reports as are now being given in the Counties surrounding Toronto.

Erie Research Project: Mr. Paul Bruer, Co-ordinator of this Project, reported that the Pilot Study of Aldborough Township in the County of Elgin, had been completed and data had been stored in the Data Bank for easy referral. He also reported on the 1st stage of the Expanded Study covering the 4 counties comprising the Lake Erie Economic Region, Elgin, Middlesex, Norfolk and Oxford. Five faculty members and 25 students from the University of Western Ontario had spent this past summer collecting a vast amount of information from the Rural Municipalities and this data would be sorted, tabulated and put on punch cards for storing in the Data Bank, during the winter months. The 2nd stage of the three-stage Study would be started next summer with emphasis probably on the Urban Centres.

NEWS BY REGIONS: (Continued)

MWORDC - Midwestern Ontario Regional Development Council

From left to right, in Year I, A.J. Gillies, Kitchener; Year II, W.G. Urquhart, Stratford; and R.S. Macpherson, Guelph. On the extreme right explaining the purpose of the Institute is M.L. Powers, Assistant Dean of the Extension Division, Business and Industrial Services, the University of Oklahoma.

During the week of August 6-12, W.G. Urquhart, General Manager MODA Council, Stratford, R.S. Macpherson, Industrial Commissioner and MODA Director, Guelph and A.J. Gillies, Industrial Commissioner and MODA Director, Kitchener, attended the Industrial Development Institute sponsored by the American Industrial Development Council and held annually at the University of Oklahoma in Norman, Oklahoma.

The Institute is designed to familiarize the industrial development practitioner with all phases of comprehensive economic development and consists of a concentrated one-week course each year for a three year period.

CORDC - Central Ontario Regional Development Council

In its continuing program of municipal training and information, CORDC's directors tentatively approved, this month, courses for municipal elected officials and for small manufacturers and also a municipal pocket guide of the region.

The course for elected officials, on how decisions are made, would be a joint venture of CORDC, the Community Planning Association and York University. It would be held at York University and would include about fifty students.

A management training workshop for small manufacturers, jointly sponsored by CORDC and the Ontario Development Corporation, is provisionally set for Wednesday, November 29, at a place still to be arranged. Sessions would be on "managing your enterprise for profitable growth" and "getting the most out of your investment dollars for plant expansion".

NEWS BY REGIONS: (Continued)

CORDC - Central Ontario Regional Development Council (Continued)

The pocket guide will take the form of a map, locating all CORDC's municipalities and show their relation to their neighbors and to the region. Advertising space will be available for corporate members. The guide will be a necessity for industrial prospects, development agencies, real estate agents and investors. CORDC proposes to distribute the guide through its municipal and corporate members.

NRDC - Niagara Regional Development Council

The NRDC reports the opening of its fall program with a series of excellent zone meetings; Welland and Brant County meetings will have planning as their theme.

Zone 5, Brant County will be holding an afternoon seminar in Brantford on November 2, 1967 in which county and regional planning will be discussed.

The guest speaker will be the Hon. Wilfred Spooner, Minister, Municipal Affairs and the panelists will comprise Mr. Ron Forrest, Director, Waterloo Area Planning Board; John Bousfield, Consultant, Proctor, Redfern, Bousfield, and Bacon; Mr. D.J. Reddington, Executive Director, CORDC, and former Director of Development and Planning Corporation of the Township of Toronto; and Mr. Ernest Tonge, Managing Director, CPAC, Ontario Division.

The remaining three zones in the Niagara Region also have scheduled a number of fall meetings commencing in late September.

NEORDC - Northeastern Ontario Regional Development Council

A research grant of $5000. has been made to Northeastern Ontario Regional Development Council for the Algoma Regional Port Study. The Council has employed consultants to undertake the research, and the preliminary report is expected by December 15, 1967.

The study is to be supported by Sault Ste. Marie - a member of the NEORDC. This study is expected to indicate concrete guidelines for port facilities in the Algoma district, for the future.

NEWS BY REGIONS: (Continued)

NEORDC - Northeastern Ontario Regional Development Council (Continued)
The NEORDC Board of Directors will meet next on Saturday, October 14, at North Bay.

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ECONOMIC DEVELOPMENT:

An extension of the time allowed for making applications for grants under the new industrial Research and Development Incentives Act was announced by the Department of Industry.

When the Act came into force on March 10 this year, the deadline was September 10, 1967. The same deadline applied to corporations whose 1967 fiscal year ended on or before March 10, 1967.

RCA Victor's $25,000,000 colour picture tube in Midland, Ontario, was officially opened by the Honourable C.M. Drury, Minister of Industry.

The Plant was established with the help of a substantial grant from the Department of Industry through its Area Development Program for designated areas.

Much of the Georgian Bay region was designated in 1965 and thus became eligible for area development assistance. Since then, capital investment in and around Midland, Collingwood, Bracebridge and Owen Sound has totalled in excess of $118,000,000. Within the next three years this investment will have created direct employment for about 6,700 people and it is estimated that another 7,000 jobs will be created in trade and service industries as a result.

In his address at the official opening of the plant, Mr. Drury said: "These current developments in designated areas are laying a firm foundation for future growth and development. The area development incentives may be an additional attraction, but once a centre of industrial activity exists, experience has shown that the centre should continue to attract more industries."

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PARKS & CONSERVATION:

A Pilot Study on the economic impact of provincial parks is being carried out in two parks in Lake Ontario Region, Bon Echo, 51 miles north of Napanee on Highway 41, and Outlet Beach on the south-western shore of Prince Edward County; by the Regional Development Branch, in co-operation with Parks Branch, Dept. of Lands and Forests.

Questionnaires were handed out to campers and day visitors at Bon Echo and Outlet Beach Parks and they were asked to mail tham back, on returning home. The questionnaires were designed to answer the objectives of the study which are:

1. To examine the regional impact of direct government spending on particular areas located close to two provincial parks.

2. To examine the impact of the spending of campers and visitors attracted to the parks in these localities.

3. To assess the degree of attraction of these parks for the users.

4. To assess generally the economic impact of the park in its relation to the recreation sector of the economy and on the regional economy as a whole.

5. Relation to other recreation activities.

An analysis of returns for Bon Echo has been most favourable. About 48% of campers and visitors returned their questionnaires.

For Outlet Beach, returns of one day visitors were 61% and returns of those campers were 53%.

These returns are most gratifying and will give a good indication of the objectives.

Once received, these questionnaires are coded, sorted and filed and after checking they are translated directly into computer cards in the Ontario Statistical Centre.

Careful analysis of these coded cards will be the next step and the objectives of the study will be realized when this is complete.

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MUNICIPALITIES:

Activities from July through December, 1967 of the municipalities of the Niagara Region have been recorded by Niagara Regional Development Council and listed in the Centennial Issue of their newsletter.

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Oct./Nov., 1967.

The CO-ORDINATOR

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THE PRIME MINISTER SPEAKS ON REGIONAL DEVELOPMENT

REGIONALISM:

In an address to the Annual Meeting of the Ontario Federation of Agriculture on November 8, 1967, Premier John P. Robarts spoke at length on the subject of Regional Development. Here are some of his comments:

"You will recall that a year and a half ago, in April of 1966, a white paper entitled 'Design for Development' was presented to the Ontario Legislature and it outlined the general goals the Government of Ontario is seeking through what is frequently referred to as 'Regional Development'. As you proceed through your convention, I am sure you will come to realize the magnitude of such an undertaking. You may also realize that when one begins to discuss such broad topics as 'land use', the problems involved will not be solved overnight. The government has accepted its responsibility in the field of regional development and, in fact, is well along with much of the fundamental work that is required before specific policies can be determined.

"When I refer to regional development, I should like to make it clear that there are two distinct areas in which the Government of Ontario operates. In the short term, from day to day, the government exerts a direct influence on the economic life of every person in this province through the wide variety of matters which come under the allocation of tax moneys for provincial services. Whether we are dealing with highway construction, financing schools, guiding ARDA projects or the numerous programs affecting resource development and industrialization, the government is deeply involved in the economic life of the province. Over the longer period, we are engaged in a fundamental planning process that affects the whole pattern of development and growth of our province.

"The first responsibility of the Ontario Government, therefore, must be to deal with the whole province as a unit and to plan for the orderly development and the optimum rate of economic growth of the province.

"However, within the overall development strategy, different approaches must be taken to accommodate the conditions found in each of the ten economic regions of the province. Government policy and regional requirements must be intimately associated, the former closely allied with the latter.

"It is obvious that economic growth can never proceed in a vacuum. Every single economic decision--whether it is the building of an industry, the

REGIONALISM: (Continued)

construction of a road, the development of a commuter rail service--stamps an indelible imprint on the direction our growth is taking. Therefore, the program must include economic planning on a regional basis, including the ultimate use we will put to our land.

"In turn, planning cannot proceed in a vacuum. There must be agencies to formulate plans, forums in which to discuss plans and bodies to implement plans. If we are to have regional plans, we must also face the question of the appropriate machinery to implement them. Such implementation will involve all governments--provincial, municipal and regional--as well as other citizen groups, such as the Federation of Agriculture.

"'Design for Development' has moved ahead rapidly. We are now deeply involved in a detailed analysis of all programs and policies of the departments of the Ontario Government as they relate to regional growth. We have commissioned more than 20 specific studies. Out of this detailed probing will come a responsible and meaningful program that will encourage a more uniform rate of economic growth in each region of Ontario. While the complete regional development program of the Ontario Government will require some months, perhaps years to complete, it is quite clear that the program will deal with several basic problems. Among these are the challenges surrounding the rapid growth of our cities--particularly the larger cities; the differences in the rate of economic growth among the various regions of the province; and the preservation of such basic elements of our society as the agriculture industry.

"Embodied within the framework of the eventual policies dealing with regional development will be a new knowledge of the uses to which we are now putting our land and the direction in which we should be heading to ensure the maximum use of this valuable resource. For, as our population and that of the world increases, we will be faced with ever-increasing requirements to build our industry, house our people and feed our citizens. Each of these will demand the use of land."

PROVINCIAL REORGANIZATION AFFECTING REGIONAL DEVELOPMENT:

To meet the challenges of economic guidance, taxation reform, and priority investment, the Ontario Government is undertaking a significant consolidation of its finance and economics, revenue and expenditure policies. This will ensure that the full force of the government's fiscal power is directed toward continued growth and improved stability in the provincial economy.

The consolidation involves the restructuring of Treasury Department into two components - Finance and Economics on one hand, and Provincial Revenue on the

PROVINCIAL REORGANIZATION AFFECTING REGIONAL DEVELOPMENT: (Continued)

other. Both will be associated with Treasury Board and come under the direction of the Honourable Charles MacNaughton, Treasurer of Ontario.

The move, besides providing for a co-ordinated, researched approach to fiscal matters, will also permit a realignment of the present treasury functions into streamlined components specializing in policy development, implementation and administration, as recommended by the Ontario Committee on Taxation.

Chief Economist H.I. Macdonald, who has been serving in the Department of Economics and Development, will become Deputy Provincial Treasurer, (Finance and Economics).

The Regional Development Branch will move to the Treasury Department with Mr. Macdonald.

The Finance and Economics wing will assume responsibility for the initiation and development of government fiscal and economic policy. Among its specific responsibilities will be the study of taxation policy, preparation of the budget statement, advice on Federal-Provincial affairs and liaison with the co-ordination of economic research groups throughout the government.

Its operations will also include management of government finance, including debt, investment, day-to-day cash management, banking and cheque disbursement and for central government accounting.

A key organizational unit will be a new Policy Planning Division, composed of staff from the office of the Chief Economist, including the Regional Development Branch.

The reorganization takes effect December 15.

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NEWS BY REGIONS:

SCRDC - St. Clair Regional Development Council
The Council's Board of Directors has appointed, as Director-at-Large, to their number, Peter Paisiovich of Blenheim, a representative from the Essex-Kent Regional Tourist Council, in a further effort to improve communications and liaison.

First in Ontario ... first in the St. Clair Region, a mechanical "water taster" will be located in Moore Township at the Ontario Water Resources Commission water pollution control plant. The unit, a robot water-quality monitoring device, measures chemical and physical characteristics of water, and records the data on a strip chart. It is the latest technique

NEWS BY REGIONS: (Continued)

SCRDC - St. Clair Regional Development Council (Continued) in a continuous watch of water quality. Information gathered will be compared monthly, seasonal, and annual variations to produce a detailed picture of pollution and other problems in drainage areas. Looking to the future, it will be possible to maintain a number of these recorders across Ontario, with information telemetred directly to a central office and punched on tape for storage and summary by electronic data processing machines.

Another weapon in the pollution battle is a large mobile water testing laboratory. The OWRC plans to use the mobile lab for intensive surveys in special problem areas. The 12' x 44' custom-made trailer will employ a five-man staff. It will be equipped with up-to-date facilities, including an incubator for bacteriological analysis, sterilizing equipment, and automatic water testing instruments.

According to general manager, David S. Caverly, the OWRC is developing new ways to combat municipal and industrial water pollution. One corrective measure to the recent extension of OWRC's financing power, to include complete water and sewage systems for municipalities with populations under 2,500. Over 150 applications for assistance have been received to date, and a considerable number of projects are already under development.

The OWRC also revealed that the construction of a 2½ million dollar water supply system has been proposed to serve the Town of Amherstburg and Townships of Anderdon and Malden.

GBRDC - Georgian Bay Regional Development Council
The Town of Port Elgin was the setting for a very successful and informative day-long Planning Workshop, held November 15.

Warden Frank Field stressed the need for concise planning. Mayor Arthur Davey, in his welcoming remarks on behalf of the Town of Port Elgin, agreed with Warden Field's comments inasmuch as

NEWS BY REGIONS: (Continued)

GBRDC - Georgian Bay Regional Development Council (Continued)
the need for community planning was acute.

Mr. Graham Adams of the Community Planning Branch, who headed a panel of experts, outlined the history of planning, touching on official plans; zoning by-laws; subdivision control by-laws; and building by-laws. In commenting on County Planning, he stated that it may be considered a pooling of resources to accomplish what an individual municipality cannot do. However, he added, the exact duties and responsibilities of a County Planning Office would depend on the needs of the County concerned.

The group of 75 delegates representing 18 municipalities in Bruce County, were then split into eight groups to discuss planning problems and prepare questions for submission to the panel in the afternoon.

In a luncheon address to the delegates, Conroy Dowson, York County Planning Consultant, referred to zoning by-laws and official plans as archaic, but was not specific as to what he would recommend to replace these tools of planning. Financial planning or a review of present Government structure, he emphasized, would be far more important to a County than land use planning, as County Government is not directly responsible for land use.

In reply to a question from the floor, Mr. Dowson stated that he is strongly in favour of County Planning, and planning at all levels of Government, and further stated that he felt the technical people should report directly to the elected officials, and not to an intermediary board.

EORDC - Eastern Ontario Regional Development Council
The new incentive plan for industrial development, recently announced by the Ontario Government, will apply to many municipalities in the Golden Triangle. If one is organized and prepared to take full advantage of it, many new industries should locate in our area and many of our present industries should expand in the near future. To propagate this plan, EORDC had invited representatives from ODC and the Trade and

NEWS BY REGIONS: (Continued)

EORDC - Eastern Ontario Regional Development Council (Continued)
Industry Branch to sit on a panel and outline precisely the requirements and methods to be employed, to take advantage of the new plan.

Successful meetings were held in Smith's Falls on November 16 and Prescott on November 29, where turnout was nearly 100 delegates at each meeting.

LORDC - Lake Ontario Regional Development Council
In 1966, the LORDC Board of Directors initiated a Clean Water Campaign that has spread the message to all located in and without the region via the symbol of Princess Cleanwater. The success of the campaign was obvious to all concerned.

In January, the Board will consider new avenues of communications that will bring the focus of the problem to everyone's doorstep.

Five young farmers from different counties in the Lake Ontario area attended a four-day Soil and Land Use Tour this fall at the Western Ontario Agricultural School in Ridgetown sponsored by the Lake Ontario Regional Development Council.

County representatives of the Ontario Department of Agriculture and Food made the selections. Each county was allowed one delegate.

NWORDC - Northwestern Ontario Regional Development Council
The Quetico Centre was officially opened by the Honourable Paul Martin, Minister of External Affairs. The Centre, near Atitkokan on Eva Lake, will serve as an adult education and conference centre.

December 8 was the date for the Annual Board meeting of NWORDC. The meeting centred around the new industrial incentive program, the work program for the next fiscal year, and annual elections. This was a very important session, highlighted by two outstanding speakers who addressed the council on industrial incentives and development.

NEWS BY REGIONS: (Continued)

LERDC - Lake Erie Regional Development Council

A very successful 4-County Zone meeting on the topic "What Does the Ontario Taxation Committee Say About Administrative Regionalism" was held on October 25. The meeting was attended by 125 people representing a cross-section of the Region. Heading the discussion was a panel comprised of Dr. E.G. Pleva, University of Western Ontario, London; Charles Black, Clerk-Treasurer Township of Aldborough, County of Elgin; Charles Tatham, former Mayor of Woodstock, County of Oxford, and Alderman Terry Ferris, London, Principal Wheable Secondary School.

At the October Board of Directors Meeting, Mr. D.S. Ross, Superintendent, General Weather Services, Department of Transport, Toronto, was the guest speaker on the very interesting and complex topic of "Weather Forecasting". His talk was at the request of the Board as there appears to be a need for better understanding of weather reporting terminology, especially as these forecasts relate to the large Agricultural Industry in our Region.

An education brief has been prepared and presented by Terry Ferris, Principal of Wheable Secondary School, London, and Chairman of LERDC Education and Culture Committee, regarding new concepts in secondary school design and teaching techniques to the board. The brief is presented in an effort to cut the ever-rising costs of education in the Province of Ontario.

MWORDC - Midwestern Ontario Regional Development Council

The Midwestern Ontario Development Area is playing a key role in plans presently being formulated for the future of Regional Development in the Province of Ontario.

This statement is borne out by the following activities which are currently taking place within the region.

1. A Regional Development Concept Plan Study is being conducted by the University of Waterloo,using the Midwestern Ontario Development Area as a pilot study region for the Province.

NEWS BY REGIONS: (Continued)

MWORDC - Midwestern Ontario Regional Development Council (Continued)

2. The Department of Economics and Development is implementing the inventory and evaluation stages of the Ontario Regional Development Program in Midwestern Ontario.

3. A three-phase study is being conducted in the Waterloo-South Wellington Area by the Waterloo County Area Planning Board in co-operation with the MODA Council, Department of Highways, Department of Municipal Affairs and the Department of Economics and Development.

4. A Submission prepared by Mr. I.G. Needles dealing with Regional Development Council re-organization and originating in the Midwestern Ontario Development Area has received widespread endorsation and support from all Regional Development Councils within the Province.

CORDC - Central Ontario Regional Development Council

The Sheridan Park Research Community, under the Sheridan Park Association, has taken out membership in CORDC.

The University of Guelph has been appointed by the Board to work on a committee to prepare the terms of reference for a fringe to core study. This project would determine the extent to which municipalities surrounding a metropolitan area, either benefit from, or contribute to the support of the metropolitan area. The university will undertake the study with the Township of Vaughan and the Village of Markham as the pilot area. Possibility of including the Townships of King and Whitchurch, are also considered.

It is hoped the results will define the economic and social inequalities within the region as a whole.

CORDC held a general meeting November 30, in Aurora on the question: "Should a Regional Hunting Policy be established?" An excellent list of speakers represented different aspects of the question; the

NEWS BY REGIONS: (Continued)

CORDC - Central Ontario Regional Development Council (Continued)
hunter, naturalist, game manager, farmer and land owner, and CORDC's interest. The meeting was well attended and a lively discussion ensued. As a result of the meeting, a committee was established composed of representatives of the interest parties to study a regional approach to hunting.

NRDC - Niagara Regional Development Council
D.J. Bucknall was elected President of the ORDC at the November 20th meeting in Toronto and J.A. Richards is Secretary-Treasurer of the organization.

Two very well-attended seminars dealing with county or area land use planning were convened in the cities of Welland and Brantford. Total attendance was approximately 300 persons.

A study of the Recreational Development of the Shoreline of Lake Erie in the Niagara Region has been completed by Brock University and received by this Council. It is now being processed by the Directors for publication and distribution.

The production of the NRDC municipal-industrial manual is expected in January 1968.

NEORDC - Northeastern Ontario Regional Development Council
"The Travelling Seminar" idea for the promotion of a study of development of Northeastern Ontario and Northwestern Quebec, as suggested by Mr. T. Kierans, of Sudbury, is arousing interest. Mr. Kierans and C.H. Hewitt, General Manager NEORDC have been invited to attend a meeting of caucus under Honourable Robert J. Stanfield on December 4th, to discuss the plan.

Zone 6 meeting in Timmins on November 14 was addressed by Dr. R.S. Thoman, Director, Regional Development Branch. His message on Regional Development outlined the work to date and the need for the research phase before development takes place.

NEWS BY REGIONS: (Continued)

NEORDC - Northeastern Ontario Regional Development Council (Continued)

Mr. Herb Crown, Director, ARDA Branch of the Department of Agriculture and Food advised the Zone 6 meeting by letter that about 4,000 acres have been acquired in the Val Gagne Area. This land will be leased to determine if a large beef ranch type of operation would be successful. This experiment will be anxiously watched by other farmers in this part of Ontario.

A Directors' meeting of NEORDC was held in Sault Ste. Marie on December 15th. The final report on the Algoma Regional Port Study was presented. Representatives from the Upper Peninsula Committee for Area Progress, the Corps of Engineers, and the Department of Commerce from Michigan were also in attendance.

ORDC - Ontario Regional Development Council

Mr. Delby Bucknall, newly elected president of the Ontario Regional Development Council, has the function of guiding the umbrella agency of the ten Regional Development Councils in Ontario. Mr. Bucknall was born and still resides in Clinton Township in Lincoln County. After being educated locally in the primary years, he entered and graduated from the Dairy School at the Ontario Agricultural School at Guelph, Ontario. In 1947, he was elected councillor in Clinton Township. From 1951 to 1957, he was Deputy Reeve, and from 1958 to 1964 Reeve of the Township. In 1960, he was Warden of Lincoln County, President of the Association of Ontario Counties in 1962 and 1963, President of the Niagara Regional Development Council in 1963 and 1964, and before his new post, was Vice-President of NRDC. He is President of Bucknall Farms Limited, a local company assisting the grain and hog farmers and is a real estate

NEWS BY REGIONS: (Continued)

ORDC - Ontario Regional Development Council (Continued) salesman for Gordon C. Merritt Real Estate Limited of St. Catharines.

Mr. Bucknall succeeds Mr. Reed Menzies of Bothwell, Ontario.

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REGIONALISM:

PLANS FOR ACTION: A SPEECH BY THE PROVINCIAL TREASURER

A new phase in Ontario's regional development programme was launched on March 25, when the Honourable Charles MacNaughton, Treasurer of Ontario, challenged the regional development councils to "participate in developing a plan to complement and encourage the immediate development of each of your regions."

Mr. MacNaughton was unable to attend the meeting of the Ontario Regional Development Council because of Legislative business and his speech was delivered by the Deputy Provincial Treasurer, H.I. Macdonald.

In his speech, Mr. MacNaughton pointed out that the provincial government cannot set up a regional development programme by itself. "Neither can the regional development councils. We must work together .. and we must start now.

"To get the job under way, we are asking for a very careful statement of developments you would like to see in your regions for the next five years. The period will cover the provincial fiscal year of 1968-69 and the next four years beyond.

"I must emphasize that each council is being asked for a recommended programme .. one that can be adapted to our province-wide blueprint for development. The regional programmes will not be policy statements, although they will be given very thorough consideration in the development of the overall provincial programme."

To assist in the planning to be undertaken by the Council itself, $5,000 will be made available to each Council to hire a planning specialist. The Regional Development Branch has indicated conditions under which this new and important programme will be launched.

The development of these recommended regional plans will involve the gathering together of all existing information, including official plans already adopted by municipalities. "From this material and your own knowledge, your regions and your zones can be examined in terms of population and economic growth, both past and anticipated, and the major problems associated with this growth... You can pinpoint your opportunities and recommend policies for development."

Mr. MacNaughton sees the role of the regional councils as advisory, but believes they must play an essential part in the regional development programme. "Whether in originating your ideas or reaching to ours, a regional development council does a job no other group can do."

Next year, when the recommendations of the councils have been analyzed and the provincial studies of basic trends have been completed, an

REGIONALISM: (Continued)

official development programme for the Province and for each region can be prepared.

"It will not be easy for all the individual municipalities and regions of this Province to share in future development", Mr. MacNaughton pointed out. "The very trend of urbanization suggests challenges to both those areas in which it will be concentrated and those where population growth will be slow. The only way we will be able to share in development will be through careful regional planning and through community specialization.

"The opportunity exists for all of us, working together, to mould inevitable growth to the most economical and socially-beneficial pattern."

REGIONAL DEVELOPMENT BRANCH:

The Regional Development Branch takes pleasure in announcing the appointment of Mr. G. Peter Branch as Co-ordinator of the Regional Development Services Section.

Mr. G. Peter Branch,
Co-ordinator, Regional Development
Services Section

Born and educated in England, Mr. Branch came to Canada in 1949 after serving six years in the British Army.

For seven years, Mr. Branch was employed by the Hydro-Electric Power Commission of Ontario, after which he entered the industrial marketing field. In 1964, he joined the Regional Development Branch.

Mr. Branch holds membership in the Toronto Chapter of the Canadian Industrial Management Association, as well as the Ontario Industrial Development Council Incorporated.

ECONOMIC DEVELOPMENT:

The following are excerpts from a speech made by Mr. H. Royl to the semi-annual conference of the Georgian Bay Regional Development Council:

Our society today is marketing-oriented in all respects. No product or service is sold effectively and consistently, unless it is promoted in an organized fashion; and by promoted, I do not mean just advertised. It would appear that most communities, both in Canada and the United States, feel that the best way in which to promote area development is to send out large quantities of literature to all of the industries that might be even remotely interested. This, to me, is an almost total waste of money, in that the majority of such literature ends up in the waste paper basket. This is the shotgun, as opposed to the rifle approach so necessary to any successful promotion.

It is vital that anyone with a product or a service to offer, determines accurately, and carefully, the markets available, and the most effective means of reaching those markets.

There are three assets, or aspects of your product that are suitable for merchandising:

1. Your people
2. Your industrial sites
3. Your community

Let's deal first with people, because it is they who create the first, and most important impression. The human elements are the personalities, prejudices, biases, likes and dislikes, of the persons involved, and always influence decisions. It is not a case of trying to sell your community to a company, or to an agency, therefore, but to the people who represent the company. It is vital then that the first impression created on representatives of a new company, be a good one. The people most likely to create such an impression are individuals within companies that have recently moved to a community. They have already gone through the experience of starting a new operation in the community, and it is to them that the prospect is most likely to turn first. It was the comments of executives that had the greatest influence on our decision.

Another group that should be merchandised are those people within the community who possess knowledge related to the resources, activities, history, and outlook of the community. They can supply the detailed information that is so important as the second step in the search for a location.

Then there is that group of people who have been a part of the community for many, many years. It is they who give character and solidarity to the

municipality. Therefore, build a merchandising programme around your people, with particular emphasis on the executives of the new industries.

Secondly, you should have a complete and up-to-date inventory of all available industrial sites. It must be recognized that an industrial prospect tends to be blind to town and township boundaries, and will react negatively if politics, municipal jealousies, disputes and other jurisdictional matters are allowed to intrude into the promotion of a possible site. Therefore, in our opinion, it is imperative that towns and townships take an integrated and unified approach in the promotion of sites.

If it is possible for the community to own the site, it becomes much easier to justify and control services, and finally to negotiate on a much better basis with the prospect.

It is essential that there be a complete library of information available for each industrial site.

Trade on the detailed information concerning the geographical, physical, legal and servicing characteristics of your industrial sites.

Finally, merchandise your community, and its facilities.

You should trade on the distinctive features of your community, the utilization of your facilities by your residents, and their participation in community affairs. In summary then, it is my recommendation that you:

1. Seek out the needs and desires of the industrial prospect.

2. Show how your community can satisfy those needs by promoting people, site and community facilities.

3. Promote the successful experience of other industries.

4. Promote local knowledge relevant to the prospect's needs or proposed development.

5. Promote a library of data covering each available, or potentially available site.

6. Promote the distinctive features of your community and the activities of your residents.

7. Remember that the decision you want to hear, will be made by human beings like yourselves. Therefore, tailor your promotion to fit these personalities.

8. Follow up any legitimate inquiry. Be active, not passive. Come forth with a plan, don't just ask, "Is there anything we can do to help." Take the positive approach, saying, "here's an idea, or a plan, which we think may help."

PLANNING:

In speaking to the Industrial Development Seminar, October 30 and 31, 1967, at the Guild Inn, Mr. Don Taylor, Director of the Community Planning Branch, Department of Municipal Affairs, outlined some of the most common misuses of the Planning Act, as experienced by the Community Planning Branch. Although the Act is one of the best on the continent, some of the misuses stem from the following:

1. The use of zoning and subdivision control to regulate growth and change without first deciding what the public objectives are.

2. Copying planning programmes of other municipalities without appreciating the fact that each municipality is different.

3. Failure to understand regional pressures and interrelationships among municipalities when preparing plans for individual municipalities.

4. Inadequate understanding of the importance of intensive survey and research into the background, resources and potentialities of the community.

Problems arising from the use of the Act do not lie with one agency, but rather with the series of groups which administer the act for their particular purposes.

TOURISM:

Queen's Park. In an Ottawa speech last month, Ontario Tourism Minister, James Auld, announced a far-reaching study designed to produce a master tourism and outdoor recreation plan for the Province. The project is one aspect of the overall Ontario Regional Development Programme. The first phase, a study of participation and demand, has been approved by the Interdepartmental Advisory Committee on Regional Development.

The study will cover all ten of Ontario's economic regions. "It will measure and analyze the current and future demand for tourism and outdoor recreation in quantitative, qualitative and locational terms", Mr. Auld said.

A committee under Dr. Peter Klopchic, Director of the Travel Research Branch, Department of Tourism and Information, will spend approximately 18 months determining the type of tourist and outdoor recreation facilities that are needed to serve present and future demands. It will

TOURISM: (Continued)

also study the present and future supply of resources. Representatives of several departments sit on this committee: Energy and Resources Management, Highways, Lands and Forests, Municipal Affairs, Tourism and Information, and Treasury (Regional Development Branch).

Mr. Auld said this effort should put Ontario years ahead of any other North American jurisdiction "in charting the future development of an industry which is now asserting itself as a powerful economic force."

NEWS FROM THE REGIONS:

EORDC - Eastern Ontario Regional Development Council

At a series of zone meetings, organized by the Council, the Equalization of Industrial Opportunity Incentive Plan of the Ontario Government and its relationship to overall economic planning were outlined in considerable detail. Also examined was the Marketing Plan for Tourist Promotion, in light of its implications for Eastern Ontario. The meetings were held in Renfrew on March 6, in Rockland, March 14, and in Brockville, March 20.

The annual meeting of the Council took place April 10 at the Chateau Laurier in Ottawa. Guest speakers included Mr. H.I. MacDonald, Deputy Provincial Treasurer, Treasury Department (Finance and Economics), and Mr. William Cranston, Chairman, Ontario Economic Council.

LORDC - Lake Ontario Regional Development Council

The Seven Holidays Area Promotional Executive (SHAPE) Committee is now in its second year of operation. In addition to staffing boat shows in Columbus and Cleveland, Ohio, and Grand Rapids, Michigan, the committee is distributing a special eight-page newspaper called "The Vacationer", which highlights the many advantages of visiting the Lake Ontario Region.

CORDC - Central Ontario Regional Development Council

Fifty members of local governments in CORDC's area will be organized into "councils", when they attend a special study session at the University of Guelph on April 26 and 27.

The purpose of the session, a joint enterprise of CORDC and other organizations, is to assist municipal officials in mastering the decision-making process. The councils will work competitively through test agendas prepared by the University.

Under the general topic "Decision-Making in Local Government", the councils will study: the significance of choice in a democracy, types of citizen motivation, functional differences between public and private business, administrative aspects of decision-making, economic aspects of decision-making, planning and decision-making, and safety factors.

NRDC - Niagara Regional Development Council

Mayors and reeves of NRDC municipalities, in addition to the members of the Regional Advisory Board, were invited to attend the annual meeting of the Board of Directors on March 8. Mr. H.I. MacDonald, Deputy Provincial Treasurer, Treasury Department (Finance and Economics), and Dr. R.S. Thoman, Director of the Regional Development Branch, outlined progress in the regional development programme.

A joint meeting of Zones 2 and 3 was held with the St. Lawrence Seaway Authority to discuss construction matters relating to the proposed Welland Canal enlargement.

May 1 and 2 are the dates of the annual conference, to be held at the Connaught Hotel in Hamilton.

A tentative release date of May 1 has been set for the Lake Erie Shoreline Report which has been prepared by Professor Jackson of Brock University.

LERDC - Lake Erie Regional Development Council

Captain Joseph Jeffery, O.B.E., Q.C., Chairman of the Board of London Life Insurance Company of Canada and past-president of the Canadian Chamber of Commerce, addressed the Economic Council-Erie Region Board of Directors at their February meeting. In his speech entitled "Interest of the Private Sector in Regional Economic Development", Captain Jeffery said "I feel that it is a vital necessity to have a strong representation of the private sector of the economy at meetings of the Regional Economic Development Council."

He recommended that the Council's Board of Directors consider the inclusion of highly-qualified private citizens on the Private Sector Committee, as a successful regional development programme will depend on the co-operation and co-ordination of business and government at all levels.

In addition, Capt. Jeffery outlined a number of factors relating to the high cost of housing.

A speech prepared by the Hon. Charles S. MacNaughton for delivery at the Annual Meeting of the Economic Council - Erie Region held in London on March 27 was presented by H. I. MacDonald, Deputy Provincial Treasurer, Treasury Department (Finance and Economics). Mr. MacNaughton was unable to attend due to illness. Following the speech, which outlined the programme and goals in regional development, Mr. MacDonald and Dr. Richard S. Thoman, Director of the Regional Development Branch, engaged in a question-and-answer period.

SCRDC - St. Clair Regional Development Council

The Regional Needs Survey has been completed and approved by the Board of Directors for distribution. In addition to outlining some very interesting facts pertinent to the Region's growth, the study records the collective thoughts of the survey's participants regarding current and future trends throughout the St. Clair Region. It is hoped that this report will form the basis for work programmes which will determine ways of alleviating the Region's problems, thus making a more rational economic growth possible.

The 1967 progress report detailing the year's activities has been distributed by the Council.

MODA - Midwestern Ontario Regional Development Council

An Industrial and Marketing Forum for manufacturers in Midwestern Ontario was held on February 27, in the Victoria Inn in Stratford. The purpose of the forum was to acquaint MODA industrialists with current government services, export opportunities, the Kennedy Round Tariffs and export financing techniques.

A one-day workshop for progressive manufacturers on "Managing Your Enterprise for Profitable Growth" was held on February 28, at the Holiday Inn in Kitchener. The session was sponsored

by the MODA Council, and chambers of commerce and industrial commissions in the area.

Representatives from MODA attending the Canadian Industrial Development Conference in Ottawa, include: from left to right - Campbell Millar, Industrial Commissioner, Preston; A.J. Gillies, Industrial Commissioner and MODA Council Director, Kitchener; W.G. Urquhart, General Manager, MODA Council, Stratford; K.A. Grant, Industrial Commissioner, Stratford; Wm. Mico, Industrial Commissioner, Waterloo; R.S. MacPherson, Industrial Commissioner and MODA Council Director, Guelph; and Conference Chairman K.G. Ford, Co-ordinator of Industrial Development, Calgary, Alberta.

From March 4 - 6, a conference was held in Ottawa to discuss the feasibility of forming an association of Canadian industrial development personnel. Participants in the conference included senior representatives of industrial and economic development organizations of all levels of government.

As a result of the three-day conference, a national organization has been formed consisting of an eleven-man Board of Directors. One of the directors of the new national body is Mr. R.S. MacPherson, Industrial Commissioner from Guelph and a MODA Council Director. The main function of the organization will be to bring together private agencies and representatives from all levels of government, for the purpose of exchanging information and ideas on industrial development in Canada.

In addition, strong emphasis was placed on the development of an educational programme designed to expand the knowledge of those presently engaged in the field of industrial and economic development.

Attending the Regional Development Meeting in Clinton on March 8, 1968 were: from left to right Mrs. N.C. Cardno, Chairman, Industrial and Welfare Committee, Seaforth; Mrs. Jean Henderson, President, Seaforth Chamber of Commerce; Hon. C.S. MacNaughton, Provincial Treasurer, Province of Ontario, Guest Speaker; O.J. Wassman, Reeve of Grand Bend and President of MODA Council; I.G. Needles, Chancellor of the University of Waterloo and Secretary-Treasurer of the MODA Council.

On March 8, the Provincial Treasurer, Charles MacNaughton, spoke to more than 100 delegates attending a one-day conference sponsored by the Midwestern Ontario Development Council. The delegates were representatives of municipal councils, conservation authorities, farm organizations, tourist councils and chambers of commerce in Huron County.

The meeting, a pilot project instituted by the Midwestern Ontario Regional Development Council, was held to determine the type of voice that communities would like on the MODA Council, and to give local councils, businessmen and others interested in Huron County's progress, an opportunity to express their views as to the county's future. There was also the hope that individuals would accept a certain amount of responsibility toward such development.

GBRDC - Georgian Bay Regional Development Council

The semi-annual meeting held in Midland on January 31 was the largest and most successful of its kind, with over 155 delegates in attendance. The session was chaired by Mr. Willard Kinzie, Vice-President of the GBRDC, who opened the meeting with a candid condensation of the annual report.

In speaking to the delegates, Professor Norman Pearson, Chairman of the Centre for Resources Development at the University of Guelph, stressed that universities should be concerned with research and not with consulting work. He stated that "research is the key to regional development programming."

Another speaker was Mr. Homer S. Marion, Technical Consultant of the Ontario Development Corporation. In his speech entitled "Equalization of Industrial Opportunity", Mr. Marion emphasized the importance of a designated status. To obtain such, a centre is required to make out a Trade and Industry data sheet which itemizes information such as labour availability, zoning ordinances, and land and services available to industry. In addition Mr. Marion compared the per capita gross provincial product of $3,350 to the Canadian figure of $2,900 and the American, $3,750.

Climaxing the session was the election to the Board of Directors of twelve men from the four zones comprising GBRDC.

NEORDC -Northeastern Ontario Regional Development Council

Three well-attended industrial development seminars were held recently in Chapleau, Timmins and North Bay under the auspices of the Council and the Area Development Agency. Speakers from the Regional Development Branch, the Trade and Industry Branch and A.D.A. highlighted the sessions.

At a recent Zone 5 meeting in New Liskeard, Mrs. R. Blauer of the Department of Economics, Brock University, gave a presentation on the Smith Report and Regional Government. Zone members have decided that the Temiskaming District Survey should be updated as it has proven to be a valuable research tool.

During the Directors' meeting on February 17, in Kirkland Lake, a presentation was made to Mr. Gunnar Kallunki, upon his departure from the Council. In response, Mr. Kallunki indicated a continuing interest in NEORDC.

Mr. Austin Hunt is currently working on a part-time basis for the Council in the Districts of Algoma and Manitoulin.

On February 21, representatives of the Indian community attended for the first time, a Zone 2 meeting which was held in Mindemoya.

The Marine and Harbours Committee is to spear-head joint action by the Council, ARDA and the Public Works Department regarding marina development along the North Shore and on Manitoulin Island.

It is with great pleasure that NEORDC congratulates three of its Directors, Messrs. Shoup, Del Villano and Hunt, who were recipients of the Centennial Medal.

NWORDC -Northwestern Ontario Regional Development Council

President Sydney G. Hancock and several directors of the Northwestern Ontario Development Council attended a three-day Regional Government Seminar held in Quetico Centre.

The NWORDC office scheduled 28 interviews for applicant firms and interested individuals with consultants of the Ontario Development Corporation during the week-long session at the Lakehead. The first grant under the new Ontario "Equalization of Industrial Opportunity" programme has been approved.

Ten thousand copies of a 70-page, illustrated report on Northwestern Ontario's growth have been published, with the assistance of NWORDC, by the business magazine, Trade and Commerce.

Mr. A. Phillips, NWORDC manager, attended a conference in Kenora on the economic potential of wild rice cultivation in the Northwest.

BIBLIOGRAPHY:

"INITIAL BIBLIOGRAPHY ON OUTDOOR RECREATION IN CANADA"

Available from:

Information Services,
ARDA Branch,
Department of Forestry and Rural Development,
Ottawa, Ontario.

"A PLACE TO STAND" - Winner of an Academy Award, this film was shown in the Ontario Pavilion at Expo '67 and can be purchased for $65.00 or borrowed free of charge.

Available from:

Special Projects and Planning,
Department of Trade and Development,
950 Yonge Street,
Toronto 5, Ontario.

Copies of the speeches quoted within this publication are available from the Editor.

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Midwestern Ontario Regional Development Council,
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P.O. Box 608, 1 Ontario Street,
Stratford, Ontario.
271-6780
5120

Lake Erie Regional Development Council,
591 Wellington Road S.,
London, Ontario.
434-9159

St. Clair Regional Development Council,
382 Wellington Street W.,
Chatham, Ontario.
354-5344

Central Ontario Regional Development Council,
15 Yonge St. North,
Richmond Hill, Ontario.
884-4284